

CHEMIST & DRUGGIST

THE NEWSWEEKLY FOR PHARMACY

COUNTERPART
C&D WHITEHALL LABORATORIES ASSISTANT TRAINING

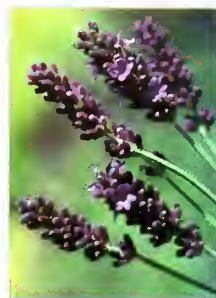
22 June 1996

Welsh pharmacists
save GPs £150,000

DoH moots centralised
script payment system

Body care breaks out
into the mass market

Ransom:
doing what
comes
naturally



Asda 'milks media' in
own-label launch

Pattni victor in High
Court against Farillon

OBE for NPA's Astill
in Birthday Honours

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3M Breathe Right nasal strips competition

Stick your nose in where it's wanted and you could win £100 worth of Marks & Spencer vouchers!



3M Breathe Right nasal strips look set to be one of the most exciting and successful products of the '90s! Invented as a cure for snoring, these distinctive nasal strips proved so popular in the US that last year they sold more than 150 million! And they look like being a runaway success here, as well.

Sported by many of our top sportspeople, such as Will Carling and Robbie Fowler, 3M Breathe Right nasal strips have quickly gained popularity as a means of enhancing athletic performance. But you don't have to be an athlete to benefit from one.

The rules

1. The competition is open to pharmacists and pharmacy assistants.
2. Only one entry per person will be accepted, and entries must be on a form cut from this publication.
3. The competition is not open to employees of 3M, or Miller Freeman, their agencies or relatives.
4. Entries received after July 31, 1996, will not be eligible.
5. The judges' decision is final and no correspondence will be entered into.
6. 3M reserves the right to use any submissions for its future publicity.
7. No cash alternative will be offered.

The strips are made of adhesive tape containing a thin plastic strip. They work by gently dilating the nasal passages and have been clinically proven to reduce nasal airflow resistance by more than 30 per cent.

Not only do 3M Breathe Right nasal strips help reduce or eliminate snoring, they are clinically proven to reduce nasal congestion associated with colds and hayfever, or deviated septums.

So, the good news is that

3M Breathe Right noses do the talking!

To help you make the most of your sales by pointing your customers in the right direction, 3M Health Care has produced a series of eye-catching shelf talkers, shaped like a nose, that are designed to be placed in the

relevant fixture within your pharmacy without taking up too much space.

Look out for the first one, which focuses on the benefits of wearing Breathe Right nasal strips if you're a hayfever sufferer.



3M Breathe Right nasal strips are not only popular with your customers, you can keep selling them all year round!

Enter the competition

Having said that, however, there really is no better way of capturing extra sales from these nasal strips than to wear one! Several pharmacies have already tried and tested this idea and so, to prove it really works, 3M Health

Care is throwing open the challenge to all *Chemist & Druggist* readers.

All you have to do to enter is take a photograph of you and your colleagues wearing your 3M Breathe Right nasal strips and send it in to us. And if you're one of our five winning entries, you'll soon find out that you could benefit from wearing one, too, as you and your colleagues will receive £100 of Marks & Spencer vouchers.

Good luck!

Competition

There are five prizes of £100 of Marks & Spencer vouchers to be won in our 3M Breathe Right nasal strips competition.

Just take a picture of you or your colleagues wearing Breathe Right nasal strips and send it to: 3M Breathe Right Competition, *Chemist & Druggist*, Miller Freeman Professional Ltd, Sovereign Way, Tonbridge, Kent TN9 1RW. Competition entries must be received by July 31, 1996.

Name

Pharmacy

Address

Telephone number

3M Breathe Right nasal strips are being sold through Scholl Consumer Products Ltd pharmacy salesforce and orders are being taken on an indirect basis via chemist wholesalers.

It is foolish to try and transpose healthcare models from one country to another, as Chris Hodges attempted to do at the Society of Pharmaceutical Medicine this week (p860). Learn and adapt from a US managed care model by all means, but the fundamental differences in the structure and approach to healthcare delivery – not least a recognition that patient contact is important – mean that the nightmare scenario he pictures is highly unlikely in the UK. However, Mr Hodges' assessment that current methods of delivering medicines in the UK need overhauling chime with comments made by other observers in recent months. There is a wide gap between what community pharmacy can currently afford to deliver and of what its proponents know it is capable. Repeat dispensing (which should be NHS-funded) will help redress the balance if extended nationally, along with the growing trend to develop new services apart from the basic supply function (which may not be). But the question of 'who pays?' is a factor that will determine the rate of progress. The potential of partnerships with industry to provide disease management was highlighted recently (**Comment** May 25), and the point made that independents will not be able to go it alone in this area. Hills has pursued an opportunity in diabetes management with Boehringer Mannheim (June 15, p822). This week, **Xrayser** complains that he has not been offered the same opportunity. But should he expect to be? This is not an NHS service: it is a commercial venture. If independent pharmacies want to be involved, then they will have to group together to provide industry sponsors with a viable platform, perhaps through LPCs or wholesaler symbol groups. Will such exclusive agreements lead to professional divisions, or encourage improved services all round? This is the line between the provision of NHS healthcare and its commercialisation.

CHEMIST & DRUGGIST

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Primary care pharmacists help save GPs £150,000

Primary care pharmacists in Wales have helped save six GP practices over £150,000.

The project, established in the Upper Rhonda Fawr, Mid-Glamorgan, in September, 1995, could be the "embryogenesis of the future of pharmaceutical services in this country", says project leader and Council member Andrew Burr.

The project had a multi-strand approach to evaluating pharmacist impact on prescribing policies: the assignment of a primary care pharmacist to six of seven non-fundholding GP practices in the area; and ten of 11 commu-

nity pharmacies in the area participating in a medication intervention scheme.

The primary care pharmacist (PCP) developed individualised practice formularies and treatment guidelines for a range of diseases, while the community pharmacists identified non-formulary medication and suggested alternatives. The PCP ensured the inappropriate medication was either modified or discontinued, resulting in a combined saving of almost \$1,000 per month for the six surgeries (C&D May 18, p681).

A further element of the study

was the use of the community pharmacists in screening for *Helicobacter pylori*. Some 65 per cent of those tested were found to be infected and the use of ulcer-healing medication dropped. One practice reported a 30 per cent fall in costs after six months.

All the practices which had interventions made by the PCPs and community pharmacists came in under budget, from 1.2 per cent under to 11.7 per cent, a total saving of \$153,262, while the one control pharmacy in the area scored 18.5 per cent over budget.

Roddick to chair Scottish Executive

Glasgow community pharmacist Elizabeth Roddick has been elected chairman of the Scottish Department Executive.

Her previous position of vice chairman has been filled by former Scottish Pharmaceutical General Council chairman Graham Millar, who chairs Edinburgh Sick Children's NHS Trust.

The immediate past-president, David Bolton, failed to get re-elected to one of the Executive's six contested seats. George Allan (Edinburgh) and Ronald Shiels (Inverness) were both successfully re-elected.

New faces on the Executive include Rose Marie Parr (Kincardine-on-Forth), director of the Scottish Centre for Post-qualification Pharmaceutical Education; Dr Norman Lammigan (West Calder); and David Thomson (Lenzie).

Delivery of latest CSM warning slammed

The omission of pharmacists from the primary Committee on Safety of Medicines warning cascade has been criticised.

Avon Local Pharmaceutical Committee secretary Alaster Rutherford is concerned that pharmacists were not included among the addressees for the first warning letter from the CSM on the link between oral contraceptives and breast cancer (see p864).

The CSM issued a letter to doctors last Saturday to warn them of a possibility that the Sunday press may be carrying news of a leaked *The Lancet* report. It also outlined information to give to concerned patients.

Mr Rutherford says that the letter to pharmacists was not released until lunchtime the following Monday, via a coversheet attached to the letter for doctors.

Final reminder for assistant training

The Royal Pharmaceutical Society has issued a reminder on medicine counter assistant training.

From July 1, all staff involved in the sale of medicines must have completed an accredited training course.

Those who are exempt from this requirement are:

- assistants who, since July, 1994, have started a course

which complies with unit 17 of the level 2 NVQ and for which the Distributive Occupational Standards Council has exempted from having to take the multiple choice question paper, provided the course is completed by December 31

- assistants who completed the above course between January 1, 1992, and July 22, 1994, provided the pharmacist confirms the

assistant has kept up to date

- pre-registration trainees
- pharmacy students part way through an undergraduate course
- dispensing technicians
- assistants who have passed the Society's exam for experienced counter assistants
- assistants undertaking or who have completed the NVQ level 2.

Staff who do not fall into any of these categories should be enrolled on an accredited training course within three months of starting employment.

Pharmacists with queries on whether their staff are exempt from training requirements should contact Janet Flint at the Society on 0171 820 3399 ext 278.

● The College of Pharmacy Practice has accredited a further two courses run by Pharmaceutical Care Services and Tesco, bringing the total accredited to ten.

Count the savings with Counterpart

The final module in the Cambridge Counterpart distance learning course is inserted with this week's issue.

Covering hayfever and first aid, this month's questionnaire also includes six revision questions for modules 10-12 –

which are part of the progress monitoring by course providers required for the award of a College of Pharmacy Practice certificate.

For details on how to register for the Counterpart course, see page 863.

UK dispensing system 'outdated' compared to US

The system of dispensing and delivering medicines is outdated and needs rationalising, according to an expert in healthcare regulatory law and product liability.

Christopher Hodges of McKenna & Co Solicitors, London, commented that managed care would provide a major opportunity for pharmacists, as well as saving the NHS money. In the US, pharmacists were at the centre of managed care networks; in contrast, he wondered whether

pharmacists in this country saw themselves as "a person who stands in a shop and sells shampoos or as an expert in pharmaceutical services".

He told the Society of Pharmaceutical Medicine that in the US managed care networks, half the prescribed medicines – mostly repeats – were distributed by mail order and the rest were dispensed by pharmacies with IT links with primary care centres.

If a similar model was applied

in the UK, there could be 130 large-scale automated pharmacies dispensing four million prescriptions each and the number of UK pharmacies would fall to about 1,300.

Sue Sharpe, the Royal Pharmaceutical Society's director of legal services, thought it would be better for pharmacists to develop their role within the present framework of locally-based services. They could take the best aspects of managed care

and reduce the burdens on GPs by monitoring treatment, helping patients get the most from their medicines and becoming more involved in repeat prescribing.

The NHS Acts would need to be changed before NHS prescriptions could be dispensed from national mail order pharmacies, she said. The Society's Code of Ethics maintained that face to face contact between pharmacist and patient was necessary for the best professional service.

Woman tests pharmacy advice

Pharmacy advice has come under the spotlight in the latest issue of *Woman*. Only two of the five pharmacies visited were deemed to have given the correct advice by *Woman's* pharmacist, Greg Miller.

A Moss Chemists was singled out as the 'winner' for a Triludan sale. "The assistant acted wisely and the pharmacist gave good, thorough advice," said Mr Miller. The pharmacist also encouraged the 'mystery shopper' to contact her if there were any problems.

A Lloyds Chemists counter assistant also referred the patient to the pharmacist for a sale of Nurofen when she learnt the customer had slight asthma.

DoH writes off dental overpayment

The Government is writing off a \$250 million dentist overpayment, marking the end of a four-year dispute over remuneration.

The UK's 16,000 dentists were concerned that the money, an average of \$16,500 apiece, would be reclaimed, but health minister Gerald Malone announced a total waiver of overpayments in a statement to the House of Commons last week.

DoH proposes centralising script payment procedure

The Department of Health is proposing centralising the prescription payment procedure through the Prescription Pricing Authority, removing control of payment from the 105 new unitary authorities.

The Pharmaceutical Services Negotiating Committee is opposed to the move. However, chairman Wally Dove is amused at the message the new scheme is sending to contractors. "It's interesting that they have done a U-turn, it seems to fly in the face of their quest for devolution."

But PSNC secretary Stephen Axon warns that it may cause difficulty in implementing pharmacist devolution. "This could act as a very clear obstacle to devolution as a central authority cannot operate 105 pay systems."

Although the plan is still in the discussion stages, Mr Axon says that the division that deals with the software for the system is no longer providing updates, indicating that the decision may already have been made.

Oxygen devolution The PSNC is still in discussion with the NHS and remains "strongly opposed to devolution", says Mr Dove.

The new director A recruitment agency is to be appointed to help in the search for a PSNC director.

Remuneration PSNC met with health minister Gerald Malone and senior DoH officials on June 6. Mr Dove says the minister was made aware of the "frustration, fear and anger" felt by community pharmacists.

"We gained the distinct impression," says Mr Dove, "that the minister and officials were keen to seek an acceptable resolution to this year's remuneration so we can put some of the old chestnuts behind us and look to the future."

BRM motion PSNC has written to the Royal Pharmaceutical Society's Council requesting it to disassociate itself from a motion passed at May's Branch Representatives annual meeting. The resolution sought to have med-

ical practitioners or pharmacists supervise medication dispensed within GP practices. Stephen Axon comments: "We do not believe that if a doctor checks a medicine, it's an equivalent service [to the service offered by a pharmacist]."

However, PSNC is still pressing ahead with its intention of mounting a judicial review on whether GPs should supervise dispensing.

Patient packs PSNC has written to the Association of British Pharmaceutical Industry expressing its concern over the lack of progress on patient packs, in particular over the dead stock problems facing pharmacists.

LPC seminars A series of seminars is to be offered to LPCs.

Disease management PSNC is to respond to the recent consultation paper on disease management, saying it was encouraged by the key messages.

VAT A two-page guide on the new VAT guidelines is to be issued to all LPCs.

NPA launches consumer ailment guide

A consumer guide to common ailments has been produced by the National Pharmaceutical Association.

'Look after yourself: a practical guide to treating common ailments' has been produced with Barking & Havering Health

Authority to distribute to all pharmacies and GP surgeries within the Greater London borough.

The booklet tackles common illnesses, their symptoms, how the pharmacist advises on treatment and when to refer to the GP.

"This booklet represents an excellent opportunity for NPA members to promote the benefits of the pharmacist as a caring and accessible healthcare provider," says NPA director Tim Astill.

Members who wish for free supplies should contact the NPA.

Late pay interest blocked

The Government has ruled out a change in the law to give companies the right to interest on late payments of debt.

Michael Heseltine's 'Competitiveness' White Paper suggests that companies should publish their payment records in their annual report.

● Almost 50 MPs from all parties have signed a Commons' motion urging the Government to make patients suffering from severe mental illness exempt from prescription charges.

The MPs point out that some mental conditions require life-long medication and some illnesses can lead to suicide or endanger the lives of others.

Self-audit for N Ireland

The mysteries of self-audit are explained in a new study package for Northern Ireland contractors.

Produced by the Province's audit facilitator, Deirdre Tunney, the package offers all the documentation to carry out three self-audits: dispensing, including waiting times, omissions and lost prescriptions; patient medication records; and pharmaceutical services to nursing and residential homes.



NPA director Tim Astill has collected an OBE in the Queen's Birthday Honours (p894)

Jahn Khan



What about the rest of us?

Both Boehringer Mannheim and Bayer Diagnostics are actively involved in offering either blood or urine glucose monitoring tests to the public on demand through community pharmacists. All this activity to involve community pharmacy is highly commendable. It is another good example of pharmacy's accessibility being used to offer a valuable public health screening service. The sting in the tail is that I have not been offered the chance to participate, since it appears that both Boehringer and Bayer are developing these services exclusively with Hills and Tesco.

I can understand the logic of Hills' and Tesco's enthusiasm for involvement because a diagnosed diabetic is an excellent long-term user of pharmaceutical services; but Boehringer's and Bayer's choice of partners appears to exclude the vast majority of other community pharmacies. It's time for an explanation.

If these initiatives are merely limited trials before introducing a properly-constructed monitoring service through all community pharmacies, then I am in favour. However, if they are designed to exclusively enhance the prestige of these two multiples, then I detect the hint of an unholy alliance.

In order to properly extend our role into valuable health monitoring services, pharmacies require the support of the pharmaceutical industry, but exclusive agreements can only lead to

Topical Reflections

further professional division. The way forward is in the development of services which are freely available to all those who wish to participate.

As time passes, some services may become the speciality of only a few participants, but this must be seen as a natural, evolutionary process benefiting the whole community and not an exploitative process designed to protect the commercial interests of players with monopolistic ambitions.

Criticism prompts new resolution

At first sight, the criticism by Merck-Whitehall Dermatologicals of independent pharmacies' apparent unwillingness to capitalise on the sales potential of Pharmacy and GSL skin care products appears well founded (*C&D* June 15, p824). It seems that 60 per cent of first-time purchasers opt for a large chain for their purchase, while only 10 per cent come about by recommendation.

However, on closer examination, these statistics appear mutually incompatible because the conclusion is that extensive GSL displays promote better sales. On the other hand, if most specialist dermatological products were sold by self-selection the number of recommendations would decrease even further!

In my small pharmacy, I have neither the room nor the customer flow to stock large, well merchandised selections of specialist skin care products, but I agree with Merck-Whitehall that this is a

market poorly exploited by the independent sector. In order to recommend, I must be confident with my advice, but I still fail to understand the clinical significance of recommending competing formulations and suspect that empirical choice is just as effective.

I admit to finding the number of ranges confusing and because of this have probably neglected the whole market. But, on reflection, I also admit that the subject of skin must run a close second to that of coughs and colds for requested recommendation.

I have now resolved to comprehensively stock only two or three of these competitive ranges and try to understand their dermatological differences. The result may upset a few users of the more familiar skin care brands, but the recommendation of a limited range, based on strong product knowledge, must be more constructive than attempting to offer the whole array of currently advertised dermatological miracles.

Essential reading ...

I have just phoned 0800 555777 and requested my free copy of the Government document 'Primary care: the future'. Launched by the health secretary, Stephen Dorrell, this is a consultative document of vital long-term significance to the future of community pharmacy, and when coupled with our own 'New Age' initiative must make for essential reading. I intend taking in every word of its 60 pages and making extensive comment. This is my future and I will be heard. Will you?

● **Qualified** in 1993 after studying at Brighton and undertaking pre-reg at Lloyds Chemists in Coventry and Rugby.

● **Career** Jahn spent a year as a relief manager for Lloyds in the Manchester area before securing a manager's position at the company's Irlam branch in Salford.

He left Lloyds last September, spending a few months locuming before joining Hills a few months later as the manager of the Alkington branch in Middleton. As a sideline, Jahn has also worked part-time for Salford & Trafford Health Authority as a community pharmacist audit facilitator.

● **Projects** Involved in writing up protocols for the North West-based audit in collaboration with other audit facilitators on over the counter antihistamines, co-ordinating working party discussions for the Young Pharmacists' Group, working with his LPC to promote MP visits to pharmacies in Bury and Rochdale.

● **Committees** Employee representative on Bury & Rochdale LPC, associate member of College of Pharmacy Practice, member of the Community Pharmacists' Group, member of the Graduates Group at the local community centre.

● **Interests** Sports, including football, cricket and badminton; reading fiction – Jeffrey Archer is a favourite.

● **Outlook on life** "If at first you don't succeed, try, try, try again."

● **Pharmacy philosophy** Jahn believes pharmacy needs a vision for the next 25 years, which can then be achieved by having a united profession and strong leaders.

He also thinks pharmacists should have a more prominent role within the healthcare team, working within 'super health centres' in the future. "To achieve this we need to strive for high standards by way of pharmacy audits, continuous professional development and continuing education. We must not shy away from new, extended roles."

Register for Counterpart before the inspector calls!

The July 1 deadline for having medicines counter assistants fully trained – or at least undertaking an accredited training course – is only two weeks away.

So if you have not already complied with the Royal Pharmaceutical Society's assistant training requirements, now is the time to register staff with the *Chemist & Druggist* Cambridge Counter-

part Pharmacy Assistant Development Programme – the most cost-effective course available to *C&D* subscribers. Cambridge Counterpart has been accredited by the College of Pharmacy Practice as satisfying the RPSGB's requirements.

Thanks to the generous co-sponsorship of Whitehall Laboratories, the Programme is being supplied free to *Chemist & Druggist* subscribers. Since the course began in July, 1995, you have received 12 Counterpart modules – the last will be in *C&D* next week. The training modules are designed to be shared by four assistants, but include separate questionnaires and case studies for each individual. An associated Pharmacist's Briefing precedes each module within *Chemist & Druggist* magazine.

However, to qualify for accreditation, assistants must not only follow the course set out in the modules but also answer the questionnaires, participate in the case studies and have their questionnaires independently marked through *C&D*'s unique telephone marking system.

How to join up!

The key decision points for community pharmacists are:

1 For assistants already following Counterpart and registered for telephone marking

Continue with the course. Once it is completed, you will receive the results and documentation for CPP certification for a payment of \$7.50 plus VAT

2 For assistants following Counterpart, but not yet registered for telephone marking

Use the form below to register

Remember: if your counter assistants have not already completed an approved course or are not currently following an accredited course, they will be unable to serve medicines to the public after June 30.

now. When your assistants receive their personal identity numbers (PINs), they should enter their multiple choice questionnaire responses up to date, then follow the course to the end. CPP certification will be available as above for \$23.50, including VAT

3 For assistants not yet following Counterpart

Use the form below to register now. If you have retained the free modules sponsored by Whitehall Laboratories, start your assistants on the course at once and mark the questionnaires as soon as PINs are received. If you do not still have the free modules

available, use the order form to obtain complete packs of the full course (training modules, questionnaires and Pharmacist Briefings) for \$17.63, including VAT. PIN registration and CPP certification fees are still payable as in Section 2 above. Subscribers who have mislaid just one or two modules only should contact Tracy Mathews on 0181 747 8797.



Pharmacy.....

Pharmacist.....

Address.....

..... Telephone

Fax.....

Please list by name in alphabetical order the assistants you wish to register for Counterpart (see section B above)

If your assistant is using Counterpart, but is registering to use *C&D*'s interactive telephone marking system (PIN) for the first time, please fill in the 'S space' at the end of the name line with the fee (\$23.50, including VAT).

Name..... \$.....

Name..... \$.....

Name..... \$.....

Name..... \$.....

Name..... \$.....

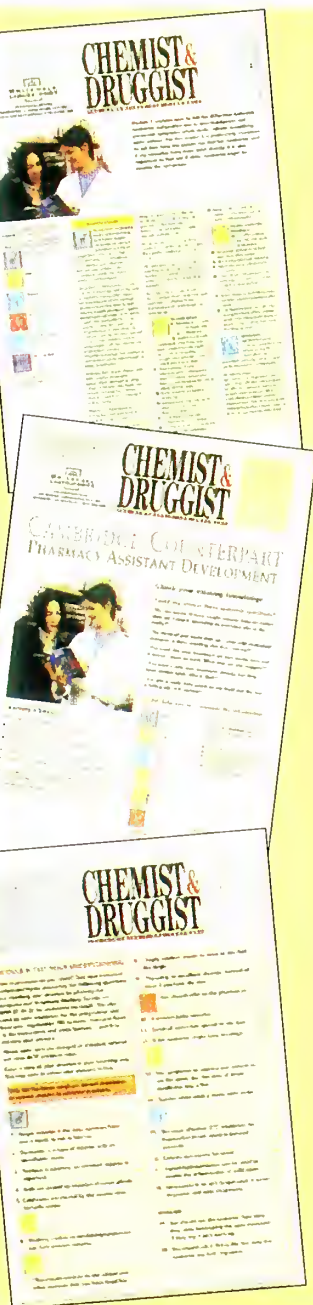
Name..... \$.....

Sub total \$.....

I subscribe to *C&D* at the above pharmacy address and need [] complete set(s) of all Counterpart modules 1-13 (\$17.63, including VAT) \$.....

Total \$.....

Cheques should be made payable to Miller Freeman Professional and sent to Sue Cheeseman, Pharmacy Group Special Projects, *Chemist & Druggist*, Sovereign Way, Tonbridge TN9 1RW.



SCRIPTspecials

Remedeine Effervescent

Napp Laboratories has extended its Remedeine range to include Remedeine Effervescent tablets (56, £7.39) and Forte Effervescent tablets (56, £9.15). Products will be available from July 1.

Napp Laboratories Ltd. Tel: 01223 424444.

Tylox packs

Tylox 500-capsule tubs have been discontinued, while the 100-capsule version has been replaced by blister packs (5 x 20). The new carton packs carry 'warnings' on the outside.

Schwarz Pharma Ltd. Tel: 01494 772071.

Exirel discontinued

Exirel Capsules 15mg (pirbuterol) have been discontinued leaving only the metered aerosol.

3M Health Care Ltd. Tel: 01509 611611.

Enlive's new flavours

Enlive nutritional drinks now come in two new flavours: strawberry and peach (27 x 240ml tetra, basic NHS price £40.50).

Abbott Laboratories Ltd. Tel: 01628 773355.

Wellferon 5mu

Wellferon (interferon alpha) is now available in 5mu vials in addition to 3mu and 10mu.

Glaxo Wellcome UK Ltd. Tel: 0181 990 9000.

Humalog: first insulin analogue

Eli Lilly has launched Humalog, the UK's first insulin analogue, designed to more closely mimic natural insulin produced in the pancreas.

Humalog's active ingredient is insulin lispro (100u/ml), a short-acting insulin which differs from human insulin by having a reverse amino acid sequence for proline and lysine.

The analogue is indicated for preprandial administration and may be used in conjunction with a longer-acting human insulin. It is administered by subcutaneous injection, but may (although this

method is not recommended) be given intramuscularly.

The structure of the analogue means it has a more rapid onset (around 15 minutes compared to 30-45 with soluble human insulin) and a shorter duration of action (2-5 hours compared to 6-8). Humalog also achieves peak blood levels 30-70 minutes following subcutaneous injection (compared with 3-4 hours for soluble human insulin).

Although the analogue has different absorption activity, there is no change in the activity of insulin. This means dose vol-

umes are usually equivalent to volumes given for other soluble human insulins.

In studies, Humalog was shown to be absorbed from subcutaneous tissues into the bloodstream in less than half the time of soluble human insulin and to be eliminated more quickly. The product was also found to cause fewer hypoglycaemic episodes.

Humalog is available in 10ml vials (NHS basic price, \$15.71) and 5 x 1.5ml cartridges (NHS basic price, \$13.39).

Eli Lilly & Co Ltd. Tel: 01256 315000.

Licence changes to Madopar and Vascace

Roche has updated its data sheets for both Madopar CR and Vascace.

Madopar CR (co-beneldopa) is now licensed to treat all stages of Parkinson's disease, including patients who have not been treated with levodopa before.

In patients with mild to moderate disease, who were not taking levodopa previously, one capsule three times a day is the recommended dose.

Patients on other levodopa products, who are having problems with fluctuating levodopa plasma concentrations, are more likely to benefit from switching to Madopar CR, says Roche.

However, they should be informed that their condition may deteriorate initially until the optimal dose regimen has been found.

Vascace (cilazapril) is now indicated for chronic heart failure as an adjunctive therapy with digitalis and/or a diuretic.

There are also changes to the data sheet under interactions; special warnings; undesirable effects; and idiosyncratic and overdose entries.

● Roche has also discontinued its single vial packs of Neupogen 30mu. Neupogen 30 and Neupogen 48 are now only available in five-vial packs.

Didronel PMO: treatment duration extended

Didronel PMO (etidronate disodium/calcium carbonate) has had its treatment duration extended from three years to as long as is clinically necessary.

The drug was launched in 1992 with a restricted product licence limiting duration of treatment to only three years because of concern over osteomalacia (bone mineralisation abnormalities). However, clinical trials since then have shown it to be safe for use long-term.

The licence change is well timed as the majority of patients currently prescribed the drug are due to come off it this year.

MEDICAL MATTERS

Pill comes with a ten-year risk of breast cancer

Women who are taking combined oral contraceptives are at risk of developing breast cancer for up to ten years after ceasing to take it, according to the latest study on the Pill in *The Lancet*.

Researchers conducted a collaborative re-analysis of over 53,000 women with breast cancer and over 100,000 women without the disease taken from over 50 worldwide studies.

They found that in women taking combined oral contraceptives, and for up to ten years after stopping, there was a small increase in the relative risk of being diagnosed with breast cancer.

In 10,000 women who used the Pill between the ages of 25 and 29, 49 had breast cancer diagnosed up to ten years after stopping compared with 44 cases in 10,000

women who had not taken the Pill.

However, this excess risk did not persist and there was no evidence of an increased risk ten or more years after cessation. The cancers that were diagnosed in this group were less advanced clinically than those in women who had never used the Pill.

There were no significant variations in risk between women with different background risks, such as ethnicity, reproductive histories and family history.

The chairman of the Committee on Safety of Medicines says that patients should be reassured. "We do not consider that the new study changes previous advice issued by the CSM in 1989 which indicated that the small risk of breast cancer should not change prescribing habits."

He believes other aspects of the study are also reassuring, such as the finding that there is no relation between risk and duration of use, and the fact that breast cancer is diagnosed earlier in Pill users.

Colette McCreedy, spokesperson for the National Pharmaceutical Association, advises pharmacists to explain risks and, if patients are unhappy, they should be referred to their doctor.

● Since the CSM's warning on third generation oral contraceptives last October, the proportion of desogestrel and gestodene Pills fell dramatically to 12 per cent by usage and 23 per cent by cost, according to the Prescription Pricing Authority. This was compared to 55 per cent usage and 70 per cent costs previously.

Cold cure to be found in a lozenge?

A cold cure could be on the horizon, say US researchers, who are about to publish their findings in the *Annals of Internal Medicine*.

A zinc-based compound in the form of a lozenge taken at the first sign of a cold is thought to prevent the virus settling in the nose and throat. It is thought to work by interfering with the molecular structure beneath the virus' protein coat, which allows it to attach to human host cells. The study claims the treatment would be effective against all strains of the virus.

This confirms earlier findings on the role of zinc in alleviating the symptoms of the common cold. However, the tendency for viruses to mutate may mean the cure is shortlived.

Sufferers choose it for speed You recommend it for peace of mind Brilliant new deal for you in 1996

With Clarityn Allergy, hayfever sufferers get what they want; relief from symptoms within minutes¹ – nothing works faster! What's more they'll stay alert throughout the day² and be sure of a full 24 hours relief³ from a single tablet.

With Clarityn Allergy you get all the peace of mind you need. Clarityn Allergy has two metabolic pathways⁴ so there are no clinically relevant drug interactions.^{5,6,7}

Equally important, Clarityn Allergy does not potentiate the effects of alcohol.⁸

Last but not least, there's a brilliant new deal for you and your customers in 1996 – an unbeatable 35% POR on both Clarityn Allergy and Clariteyes, and a new 7 tablet pack for the same retail price as last year's 5 tablet pack.



Product Information

Clarityn Allergy: Clarityn Allergy tablets contain 10mg loratadine. **Indications:** For the relief of symptoms associated with hayfever, allergic rhinitis and urticaria. **Dosage:** Adults and children aged 12 and over: One tablet once daily. **Contra-indications, precautions:** Hypersensitivity, Pregnancy and Lactation. **Side-effects:** Rarely: fatigue, nausea and headache. **Pack size:** Cartons of 7 tablets. **Retail price:** £3.95. **Legal category:** [P]. **Product licence number:** 0201/0175. **Product licence holder:** Schering-Plough Ltd., Welwyn Garden City AL7 1TW. **Date of last revision:** August 1994.

Clariteyes: Clariteyes Eye Drops contain sodium cromoglycate. **Indications:** For the treatment of acute seasonal (allergic) conjunctivitis including hayfever. **Dosage:** Adults, children and the elderly: One or two drops into each affected eye up to four times daily. **Contra-indications, precautions:** Hypersensitivity. **Side-effects:** Transient blurring of vision; burning, stinging may occur. **Pack size:** 10ml. **Retail price:** £3.95. **Legal category:** [P]. **Product licence number:** 0201/0191. **Product licence holder:** Schering-Plough Ltd., Welwyn Garden City AL7 1TW. **Manufacturer:** Waverley Pharmaceutical Ltd., Runcorn, Cheshire WA7 10B. **Date of preparation:** January 1994. **Prices correct at the time of going to press.**

References: 1. Soto Roman L. *Lancets* 1988; **6**: 19-27. 2. Betts T. *et al.* *Proc XIII Int. Congr. Allergy and Clin. Immunol.* Montreux 1988; **73**: 79. 3. Banno C. *J. All. Med. Res.* 1989; **17**: 150-156. 4. Hey J.A. *et al.* *J. All. Clin. Immunol.* January 1994. 5. Afrime M.J. *et al.* *J. All. Clin. Immunol.* 1992; **91**(1): 259. 6. Data on file, Schering-Plough Ltd. 7. Data on file, Schering-Plough Research Foundation, February 1993. 8. Moser L, Ploner H, Bueckman M. *Eur. Assoc. of Allergy and Clin. Immunol.* Budapest May 1989 Abstract.



SCHERING-PLOUGH CONSUMER HEALTH
DIVISION OF SCHERING-PLOUGH LTD WELWYN GARDEN CITY AL7 1TW

“Excessive perspiration is deeply embarrassing and now we're telling everyone about it”

What if you couldn't find an antiperspirant that worked? What if you went on sweating so much that before the day was out you needed a change of clothing? This is the reality for a surprising number of people, as a recent Gallup survey found. In fact, 11% of the women they spoke to were frequently forced to change clothes or cover up to avoid the embarrassment of excessive perspiration. The level of dissatisfaction with existing antiperspirants might also surprise you.

As many as 26% of all women asked were interested in buying a product 'successfully used by doctors' – if it was available from their pharmacist. Clearly the market is there, and Driclor Solution is the brand to reach it – especially once our national media campaign begins this summer. As a clinical antiperspirant

Driclor Solution provides long term control of excessive perspiration, and even works for problem sweaty feet. Every pharmacist should stock it. Now more than ever.



A major advance in the treatment of excessive perspiration



**NATIONAL
MEDIA
CAMPAIGN
STARTS THIS
SUMMER**

Pharmacy only clinical antiperspirant

Presentation: Solution. **Active ingredients:** Aluminium Chloride Hexahydrate USP 20% w/w. **Uses:** Driclor is indicated for the treatment of hyperhidrosis (excessive perspiration). **Dosage and administration:** Apply Driclor last thing at night after drying the affected areas carefully. Wash off in the morning. Do not re-apply the product during the day. Initially the product may be applied each night until sweating stops during the day. Frequency of application may then be reduced to twice a week or less. **Contra-indications, warnings etc:** Ensure that the affected

areas are completely dry before application. Do not apply Driclor to broken, irritated, or recently shaven skin. Driclor may cause irritation which may be alleviated by the use of a weak, corticosteroid cream. Avoid contact with the eyes. There are no restrictions on the use of Driclor during pregnancy or lactation. Avoid contact with clothing and polished metal surfaces. **Product Licence Number:** 0174/0044. **Pack size and Retail Selling Price:** 30ml bottle, £4.75. **Legal category:** P. **Date of preparation:** March 1995. Stiefel Laboratories (UK) Ltd., Holtspur Lane, Wooburn Green, High Wycombe, Bucks, HP10 0AU.



Callanish's pre-emptive strike on PMS

Callanish has added evening primrose oil to its range of fish oil supplements (90 x 100mg capsules, £6.99; and 60 x 50mg capsules, £4.29).

Part of the Nutritionals range, Callanish Evening Primrose Oil helps ensure that the body receives sufficient essential fatty acids – in particular, gamma linolenic acid (GLA) – for the functioning of the body's cell structure, pre-empting some of the problems associated with PMS.

Vitamin E has been included in the formulation as an antioxidant.

Callanish Ltd. Tel: 01786 895395.

Milas Healthcare puts best foot forward

Milas Healthcare, in conjunction with Australian company AOL, has launched a range of orthotics – shoe inserts to adjust posture – in the UK, called Orthaheel.

Designed to fit in footwear, Orthaheel claims to have "an almost instantaneous effect" in re-aligning the foot and easing pain.

Three versions are available: Orthaheel regular (\$19.80), slim-fit (\$19.50) and Orthasport (\$19.99). Starter packs



are available to pharmacists with ten assorted products at \$117.98, offering retailers a cash margin rrp of \$19.99. The pack includes POS material, product information

brochures, training video and customer education leaflets in a dispenser.

The line is being supported by a \$500,000 advertising and press campaign targeting the national press and women's magazines.

Pharmacists should contact their Ceuta representative on 01202 780558 or AOL Internet site: <http://www.wi.com.au/orthaheel>. **Milas Healthcare. Tel: 01730 231132.**

Dulco-lax liquid laxative launch

Windsor Healthcare is expanding the Dulco-lax range with a new liquid variant.

The active ingredient, sodium picosulphate (5mg/5ml), is a prodrug that is activated in the colon. It has dual site action, producing increased activity in the colon, as well as stimulating the rectal reflex. The company says this rebuilds the gastrocolic and rectal reflexes, allowing constipation to be dealt with in a natural sequence of events. The sugar-free liquid has a pleasant fruit flavour

and can be diluted with water.

The recommended dosage for



adults is one to three 5ml spoonfuls at night, and for children aged five to ten, a half to one 5ml spoonful, or as directed by the doctor. Children under five years should be referred to their doctor. Dulco-

lax Liquid is a P product and a 90ml pack retails at \$2.87. It is not available on prescription.

Market research, carried out by Windsor Healthcare, also found that consumers have a positive attitude towards liquid formulation, perceiving it as 'gentle', 'kind' and 'natural'.

Windsor Healthcare is supporting the launch with a 20-page booklet, explaining the need for dietary fibre. 'Keep Fit with Fibre' also contains a selection of recipes for high-fibre dishes.

Windsor Healthcare Ltd. Tel: 01344 484448.

Nucare goes into own-label

Voluntary trading organisation Nucare has moved into own-label products.

Generic xylometazoline nose drops 10ml (0.05 per cent paediatric and 0.1 per cent adult) are now available under a joint Nucare/Sigma label with a retail price of £1.89 and a 33 per cent margin.

Nucare managing director Veni Harania says the company hopes to extend the range with P licensed cough and cold lines.

As a joint label product, the drops are available for general distribution and are not just restricted to Nucare members.

Sigma Pharmaceuticals. Tel: 01923 250201.

Handy refill for Dettol liquid

Reckitt & Colman has introduced a refill for Dettol Antibacterial Liquid Wash.

The refill comes in a screw-top bottle (250ml, \$1.49) and allows for the re-use of existing pumps.

The product has been formulated to remove germs on hands and reduce the risk of infection. It is 100 per cent soap-free and dermatologically-tested.

A \$1.2 million media spend is supporting the brand this year. TV advertising will be on air again in August, along with advertorials in women's/parenting magazines, and product sampling. Promotional activity with the regional press and radio is ongoing.

Reckitt & Colman Products. Tel: 01482 326151.



New-look packaging for Pepcid AC

Johnson & Johnson MSD has improved the packaging for Pepcid AC. The new, more compact pack is being phased-in throughout June. The update design fits with the current consumer advertising campaign and highlights the claim of "one small tablet"

controlling excess stomach acid for "up to nine hours".

Pepcid AC is available in packs of six or 12 tablets, retailing at \$2.15 and \$3.85 respectively.

Johnson & Johnson MSD Consumer Pharmaceuticals. Tel: 01494 450778.

Meet Mickey Mouse in Paris

This summer, Rinstead is offering pharmacy assistants the chance to spend a weekend break for two at Disneyland Paris. The winners will travel on Eurostar to Disneyland, with luxury accommodation at the Sequoia Lodge.

Entrants need to match the names of celebrity children to their famous parents, as well as

answering a question on Rinstead. Closing date for entries is August 31. Entry forms will be available to pharmacy assistants from Schering-Plough's sales force.

The competition is part of a £500,000 promotional campaign, which includes national newspapers and women's titles. **Schering-Plough Ltd. Tel: 01707 363636.**



Sales of Sudocrem set to soar this summer

Pharmax has introduced a new counter dispenser unit for Sudocrem tube and baby lotion to help maximise impulse sales in pharmacies this summer.

The attractive display unit holds nine 30g tubes of Sudocrem Antiseptic Healing Cream and four bottles of Sudocrem Baby Lotion (200ml bottles with a promotional 50 per cent extra, ie 300ml bottles).

Pharmax says the purchase of antiseptic cream is often an impulse buy and prominent positioning of the unit is likely to increase sales as customers stock up for the holiday season.

Pharmax Ltd. Tel: 01322 550550.

Pep up for Mintec

Monmouth Pharmaceuticals has launched a summer consumer campaign for Mintec capsules, which will run in the national press, women's and healthcare magazines.

Trade support includes pharmacy support packs, staff quizzes and merchandising material. **Monmouth Pharmaceuticals Ltd. Tel: 01483 65299.**

Philishave offers money back guarantee

Philips will be launching a brand promotion on July 1 to run until the end of August for Philishave, its men's shaver range.

Following magazine promotions in May and June, Philips is introducing a '30-day satisfaction money back guarantee' on all mains and rechargeable Philishave models, including the new Reflex

Baby Savlon goes nappy-friendly

Zyma Healthcare is launching a \$350,000 marketing campaign to promote Baby Savlon Cream as a nappy-friendly formulation.

Company research has shown the nappy cream to be more efficient at keeping babies dry – it did not clog up nappies and did not reduce their absorbency. Oil-based creams, such as zinc and castor oil, had the most

negative effect, leaving 'puddles' on the nappy surface.

The low surface tension of dimethicone, which is present in Baby Savlon Cream, is thought to contribute to its nappy-friendly properties.

The campaign kicks off on July 1 with new packaging carrying the Nappy Friendly logo



(trademark pending) and advertising in the women's and parenting press.

Comprehensive POS material will also be available to retailers. **Zyma Healthcare. Tel: 01306 742800.**



Holiday health with Zantac 75

To build further sales of Zantac 75 during the holiday period, Warner Wellcome has developed a summer campaign, entitled 'Don't take indigestion on holiday'.

Highlighting the need to purchase essential medicines from pharmacies before travelling abroad, it includes POS materials for window displays and an on-counter unit.

The campaign will also be supported by regional

bursts of TV advertising and PR activity during the summer months.

Additional materials available to pharmacists include free copies of 'Brits Guide to Eating Abroad', a 16-page booklet with useful tips on holiday health and advice on how to avoid upset stomachs abroad. Call Faye Newport on 0171 439 7177 for copies. **Warner Wellcome Consumer Healthcare. Tel: 01495 750049.**

Ramer sets its sights on the VIPs

Sponge manufacturer Ramer is introducing a 'Very Important Pharmacist' (VIP) account with special 'privileges'.

Account holders will be able to buy small quantities of 'top-up' stock without regard to the normal minimum order, and will be provided with free literature and samples.

They will have access to 'seconds' in obsolete packaging at discounted prices and local advertising/press will endeavour to mention stockists by name and location.

Where possible, account holders will be given advance information of Ramer promotions and given the chance to take part in the company's competitions and bid for its support for their own promotions.

In return, 'VIP' stores are expected to stock and display the full range of Aqua Image, Star Attraction and Baby sponges at all times. **Ramer Ltd. Tel: 01276 63192.**

Let the music play

Imodium and Arret anti-diarrhoeals have come together to launch their 'Best Sellers Competition', which offers pharmacy staff the chance to win 100 compact discs of their choice.

There are two rounds to the competition, and pharmacists need to correctly answer the questions in both to win the top prize.

Johnson & Johnson MSD Consumer Pharmaceuticals. Tel: 01494 450778. Janssen-Cilag Ltd. Tel: 01494 567567.

ON TV NEXT WEEK

Andrews: All areas

Bazuka: C, CAR

Beconase Hayfever: ITV, C4, C, A, HTV

Centrum: C4

Colgate-Palmolive Soft & Gentle: All areas

Gentle Touch: All areas

Gillette Series Pacific Light: All areas

Macleans Bicarbonate of Soda toothpaste: All areas

Nicotinell gum (trial pack): STV, B, G, Y, HTV, LWT, TT, C4

Pepid AC: U, STV, B, G, C, HTV, W, LWT, TT

Predictor: CAR, GMTV

The Wrigley Company/Sugar Free Brands: All areas

Toepedo: B, G, Y, TT, C4

Wrigley's: All areas

Wrigley's Orbit: All areas

GTV Grampian, **B** Border, **BSkyB** British Sky Broadcasting, **C** Central, **CTV** Channel Islands, **LWT** London Weekend, **C4** Channel 4, **U** Ulster, **G** Granada, **A** Anglia, **CAR** Carlton, **GMTV** Breakfast Television, **STV** Scotland (central), **Y** Yorkshire, **HTV** Wales & West, **M** Meridian, **TT** Tyne Tees, **W** Westcountry

PROFIT

From Britain's Most Popular Pastime

- **Jiffi Condoms -**
Are a major player in an increasing market.
A market worth over £75m with a 40% increase in value since 1993.

THE UNIQUE PRODUCT RANGE...

- **Jiffi Condoms -**
Manufactured by Sime Health, part of the Sime Darby group,
one of the top 500 companies in the world.
Owning 86,000 hectares of plantation in Malaysia,
Sime Darby control the entire process ensuring quality
from the raw latex to the finished product.



- **Jiffi Condoms -**
Eye catching point of sale variety pack
providing high profit margin from small
retail space.
- **Jiffi Condoms -**
This unique range has been fully tested.
No animal by-products are used in the
manufacturing process. This ensures
bio-compatibility and is proven to be
non-toxic, non-irritating and non-allergenic.



...SUPPORTED BY MAJOR NATIONAL ADVERTISING

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Your customers will want it, so... stock it and PROFIT



*You've a lot to look
forward to!*

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North Harbour, Portsmouth
Hampshire PO6 3TD
Tel: 01705 219900
Fax: 01705 219222

Sensodyne launches Disney toothbrushes

Stafford-Miller is producing three Sensodyne toothbrushes, in conjunction with Disney UK, to mark the national release of Disney's 34th animated film, 'The Hunchback of

Notre Dame'.

The range includes three toothbrushes (\$1.75) on an angled small, medium-textured toothbrush ideal for children and teenagers. Each dozen is pre-

packed in a printed display unit, which can be put out on the shelf straightaway. **Stafford-Miller Ltd. Tel: 01707 331001.**



Wisdom launch triple-action pack

Wisdom is launching a triple-pack initiative in a bid to bring real new growth to the toothbrush market.

Retailing at £2.99, a saving of almost £1.50, the triple-pack of new-look Regular brushes offers consumers value for money and encouragement to change brush

more often.

On average, consumers only change their toothbrush once every nine months. Less than 10 per cent of consumers change every three months as recommended by dentists.

Wisdom Toothbrushes. Tel: 01440 714800.

Natural grip

Paul Murray is launching a range of household gloves in natural rubber for domestic use.

Handyguard yellow gloves have a non-slip diamond pattern on the palm and fingers for extra grip, and flock lining to give added comfort.

Paul Murray plc. Tel: 01703 268444.

Soft & Gentle on female shaving

Colgate-Palmolive is offering a free hair scrunchie on both variants of Soft & Gentle Moisturising Shave Gel – After Hours and Coral – from mid-July.

The scrunchie, worth \$1.50, will be shrink-wrapped to 125ml cans

(\$2.25), with details of the offer flashed on the pack.

Colgate-Palmolive is supporting the Soft & Gentle range with a \$3 million investment, including advertising for the anti-perspirant deodorant. **Colgate-Palmolive Ltd. Tel: 01483 302222.**

New Sula sugar-free mints are a sweet success

German confectionery company Sula is launching new sugar-free mints in the UK.

They contain peppermint oil, natural sweetener Sorbitol and have 40 per cent less calories than ordinary mints.

Each pack carries the 'Molar Man Kind to Teeth' quality endorsement, backed by the British Dental Association.

Sula sugar-free mints come in 60g bags (£0.67) and 50g flip top cartons (£0.49).

Marketing support for the launch includes trade



promotions and 4,000 demonstration days in retail outlets and cash and carries.

Food Brokers Ltd. Tel: 01705 219900.



NEW QUELLADA

ERADICATES SCABIES, CRAB LICE + HEAD LICE

MAKE A DIFFERENCE, RECOMMEND

QUELLADA

Liquid and cream shampoo, with malathion

STAFFORD-MILLER

DO3070 MAY 1996

Legal category: P. Product licence holder: Ultra Chemical, Tubiton House, Oldham OL1 3HS. Quellada is a registered trade mark. Further information is available from the distributor: Stafford-Miller Ltd, Broadwater Road, Welwyn Garden City, Herts. AL7 3SP.



**FREE
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*Miners cosmetics the original "good time" brand is back
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No minimum order value equals best available stock
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**Best
Sellers**



Imagine choosing your personal top 100 CDs. Your very own library of best-selling music. Your ultimate collection

Now, thanks to the Imodium and Arret Best-Sellers Competition, that dream could come true.

Yes, the two best-known and best-selling anti-diarrhoeal treatments have joined forces so you could win hours of listening pleasure. You could replace those old scratched vinyl disks with CDs, or just watch your CD collection grow by 100 overnight.

Win your Best

What all pharmacy staff should

- Together, Imodium and Arret account for over half of all pharmacies' sales in anti-diarrhoeals.¹
- Their combined sales, with advertising and promotional support and initiatives, have helped the whole of the anti-diarrhoeal category to grow by a massive 29% this year.¹
- Every pack size of Imodium (8s, 12s and 18s) and Arret (6s, 12s, 18s) is in the 10 top selling products in the anti-diarrhoeal market - stocking and displaying the full ranges maximises profit.²
- Sales of Imodium and Arret combined grew 24% across 1995 whilst all other market brands together declined 14%.¹

ARRET: ABBREVIATED PRESCRIBING INFORMATION

Product: Capsules containing Loperamide hydrochloride USP 2mg. Pack Size: 6, 12, 18. Dosage: Adults and children over 12: Two capsules initially, then one capsule after every loose stool. Maximum dose: Eight capsules in 24 hours. Uses: Treatment of acute diarrhoea. Contraindications: Conditions in which inhibition of peristalsis is to be avoided, abdominal distension, colitis or as sole treatment in acute dysentery. Warnings and Precautions for Use: Arret is for the symptomatic relief of diarrhoea only and is not a substitute for rehydration therapy. If symptoms persist for more than 24 hours, a doctor should be consulted. Drug Interactions: None. Side Effects: Abdominal cramps, nausea, vomiting, drowsiness, dizziness, dry mouth and skin reactions. Pregnancy: Loperamide should only be used during pregnancy or lactation on the advice of a doctor. Overdosage: Consult doctor. Gastric lavage or induced emesis and/or enema may be recommended. If intoxication suspected naloxone may be administered and patient observed for at least 48 hours. Product Licence Number: PL: 13249/0005. RSP: 6 capsules: £2.99, 12 capsules: £4.85, 18 capsules: £5.99. PL Holder: Johnson & Johnson*MSD, Enterprise House, Station Road, Loudwater, High Wycombe HP10 9UF. © Johnson & Johnson*MSD 1996. Legal Category: Pharmacy sale.

IMODIUM: ABBREVIATED PRESCRIBING INFORMATION

Product: Capsules containing Loperamide hydrochloride USP 2mg. Pack Size: 8, 12, 18. Dosage: Adults and children over 12: Two capsules initially, then one capsule after every loose stool. Maximum dose: Eight capsules in 24 hours. Uses: Treatment of acute diarrhoea. Contraindications: Conditions in which inhibition of peristalsis is to be avoided, abdominal distension, colitis or as sole treatment in acute dysentery. Warnings and Precautions for Use: Imodium is for the symptomatic relief of diarrhoea only and is not a substitute for rehydration therapy. If symptoms persist for more than 24 hours, a doctor should be consulted. Drug Interactions: None. Side Effects: Abdominal cramps, nausea, vomiting, drowsiness, dizziness, dry mouth and skin reactions. Pregnancy: Loperamide should only be used during pregnancy or lactation on the advice of a doctor. Overdosage: Consult doctor. Product Licence Number: 0242/0028. RSP: 8 capsules: £3.35, 12 capsules: £4.85, 18 capsules: £5.99. PL Holder: Janssen-Cilag Ltd., Saunderton, High Wycombe, Buckinghamshire HP14 4HJ. © Janssen-Cilag, February 1996. Legal Category: 8, 12, 18 pack sizes. Pharmacy sale.

Look out for our
'Best Sellers' Mailers
in the post for your
chance to win 100 CDs

That would be nearly as impressive as the way Imodium and Arret sales have been growing.

To qualify to win our top prize, all you need to do is correctly answer and return the questions included in

both Round 1 and Round 2 of 'Best Sellers'.

Round 1 is on its way to pharmacies now,

Round 2 will follow shortly.

And that's not all, each correct entrant to either Round 1 or Round 2 automatically enters a separate Prize Draw from which

many additional lucky

winners will each receive

a prize collection of 10 CDs

- all of their choice.

So when your Round 1 or Round 2 Best Sellers mailers arrive, don't delay - you won't even need a stamp.

Keep looking for the Best Sellers Rosette for more information on pharmacies' best selling anti-diarrhoeal treatments.



top 100 CDs in our Sellers Competition

know about Imodium and Arret

Imodium

Can stop diarrhoea
with one dose



ANTI-DIARRHOEAL CAPSULES



FAST AND
EFFECTIVE

ARRET™

THERE'S NO QUICKER WAY
TO STOP DIARRHOEA

REFERENCES:

1. Nielsen anti-diarrhoeal market report Jan/Feb '96. Value sales J/F '96 versus J F '95.
2. Nielsen anti-diarrhoeal market report Jan/Feb '96. Cash rates of sale in pharmacies (exc. Boots).

Rules of Best Sellers Competition will be included with mailings.

Cussons starts a gold rush

Cussons is launching a £200,000 'Hunt the Gold Badge' promotion on Imperial Leather Original & Mild Soap, offering the chance to win cash prizes of up to £25,000.

The promotion, beginning on July 1, is featured on over nine million Imperial Leather packs. Winning bars have a specially produced 'Gold Badge' with the amount won printed on the reverse. **Cussons (UK) Ltd. Tel: 0161 491 8000.**

Striking new advertising from Nivea Visage

Smith & Nephew has launched a new advertising campaign for Nivea Visage to run until the end of autumn.

Supporting the brand's latest product launches, the advertisements form part of a \$2 million TV and press advertising campaign.

Tinted Moisturising Creme (50ml, \$4.99) is used instead of a moisturiser after cleansing and toning,

and leaves the skin with a healthy natural glow.

Optimale Triple Performance Eye Creme (15ml tube, \$6.99) has a unique water in oil in water formulation that provides an intensive hydration system developed for the eye area. Combined with UV filters, and vitamins C and E, it is applied around the eye to stimulate the skin's natural renewal process.

Reformulated Anti-Wrinkle Creme with Vitamin E (on-shelf at the end of this month) will be promoted in a TV advertisement to break in August and run throughout the month.

Press advertisements will focus on Optimale Triple Performance Eye Creme throughout June, Tinted Moisturising Creme in July and August, and the reformulated Anti-

Wrinkle Creme with Vitamin E in September. The Tinted Moisturising Creme ads will carry two million samples.

The campaign supports the whole of the Nivea Visage range, which now commands a 7 per cent share of the \$162 million mass market face care sector in the UK.

Smith & Nephew Consumer Products Ltd. Tel: 0121 327 4750.

Colgate-Palmolive brushes up with new packaging

Colgate-Palmolive has re-packaged its Colgate Total toothbrush to highlight its triple-action bristle.

The blister pack has been enlarged to aid consumer choice and make it easier to distinguish between head sizes and bristle texture. The new-look pack has diagrams to explain the triple action in detail.

The re-packaged

toothbrush is now available in 12s and a new shoe, holding the dozen brushes, is branded in the Colgate red and white colours.

Support for the re-packaging exercise will continue this summer in a \$1 million press campaign, which is now featuring in national magazines.

Colgate-Palmolive Ltd. Tel: 01483 302222.



Collection 2000 underlines its range

Collection 2000 has launched three new mascaras in its cosmetics range.

Colour Lash Mascara (8ml, \$1.19) comes in several shades, including midnight blue and oriental green; Cream Mascara (12ml, \$1.19) is smudgeproof; and Longer Lash Mascara (12ml, \$1.39) contains fibres to lengthen

lashes. Added ingredients include panthenol and keratin to condition and protect.

Customers who buy a 12ml mascara will receive a free Kohl pencil, worth \$1.09, while stocks last.

Collection 2000 Ltd. Tel: 01695 50078.



Caps off to Jordan

Toothbrush manufacturer Jordan is launching the Jordan V Tuft, with value for money travel caps.

The launch of the new toothbrush has been targeted at the summer season with a plan to maximise on sales during the holiday period.

Available in soft, medium and hard bristles, the Jordan V Tuft is designed with V-shaped bristles to reach as far into the interdental spaces as possible.

In a variety of primary colours the toothbrush retails at £1.46, and comes with a choice of blue, red, yellow or green travel caps.

Support will include on-pack offers and consumer advertising. **Chemist Brokers Ltd. Tel: 01705 219900.**

Most kids don't get enough fluoride on tap.

90% of your customers don't get enough fluoride in their water supply.⁽¹⁾ Endekay fluoride supplements help protect developing teeth from decay. So when your customers ask about fluoride, or present a prescription, turn them on to Endekay. It has a wide range of different dosages, to suit all ages. Free leaflets about all aspects of child dental care, and WWHAM cards are available from Stafford-Miller Ltd, FREEPOST, Broadwater Rd, Welwyn Garden City, Herts. AL7 3BR.



ENDEKAY
FLUORIDE SUPPLEMENTS
Sodium Fluoride BP

New Ici Oriental fragrance from Coty is here

Coty has launched Ici, a floral Oriental fragrance, presented in a stylish bottle with red packaging.

The fragrance has a top note of magnolia and orchid fused with muguet, mimosa, peony and hyacinth. The Ici range, available from September, includes: eau de toilette (15ml, \$6.95; 30ml, \$9.95; and 50ml, \$13.95); Perfumed Body Spray (75ml, \$2.49) and Perfumed Body Powder (100g, \$4.50).

The launch is being supported with a \$500,000 press and advertising spend. This includes an eight-week television campaign

running from September, and uses the strapline 'put it where you want to be kissed'.

Point of sale material has been developed and includes a heart-shaped merchandiser kit with head card, fragrance tester, heart showcard for window display, dummy carton and red heart-shaped gift bags.

Promotional activity will be ongoing; customers who purchase a 30ml eau de toilette will receive an Ici scented red candle and gold candle holder while stocks last.

Coty (UK) Ltd. Tel: 01734 302302.

Customers are crying out for it



PRODUCT INFORMATION:

Gerard House
Reumalex Tablets.

Indications: Traditional herbal remedy for the symptomatic relief of rheumatic aches and pains, fibrositis, lumbago, backache and stiffness.

Dosage and Administration: Adults and the elderly: two tablets after breakfast and evening meal.

Precautions and warnings: Not recommended for children, avoid taking during pregnancy unless prescribed by a doctor.

Product Licence Number: PL 1661 / 5016R.

Licence Holder: Gerard House Ltd, Luton, LU1 3LU.

Legal Category: GSL.

Price: 60s £4.25 (excl. VAT).

Date: January 1996.

Stock up now!

- New advertising campaign for 1996
- Promotional spend boosted to £250,000
- Profit from explosive demand for herbal brands



The specialists in herbal medicine



Relief from rheumatic pain-naturally

Reumalex: Pulverised Guaiacum Resin BHP; Pulverised Black Cohosh BHP; Pulverised White Willow Bark BHP; Pulverised Sarsaparilla; Pulverised Poplar Bark. Gerard House, 475 Capability Green, Luton LU1 3LU. Telephone: 01582 487331

Sara Lee: driving category growth

A buoyant future for bath & shower

Showing stronger growth than both the shampoo & facial skin care sectors, the future looks bright for the £208.3 million UK bath & shower market, which in 1995 witnessed a substantial 6.8 per cent value growth over 1994. Future predictions for the market anticipate a further total 42.8 per cent value growth by the year 2000.

Bath & shower market growth to year ending December, 1995

	Additive value. (£) 1995	Value growth	Volume growth	Unit growth
Bath	123.3m	+1.4%	+1.5%	-2.0%
Shower	71.7m	+17.7%	+17.1%	+14%
Salts	10.4m	+10.0%	+1.2%	+5.7%
Other (eg cubes, crystals)	2.9m	-6.2%	+0.2%	-27.7%

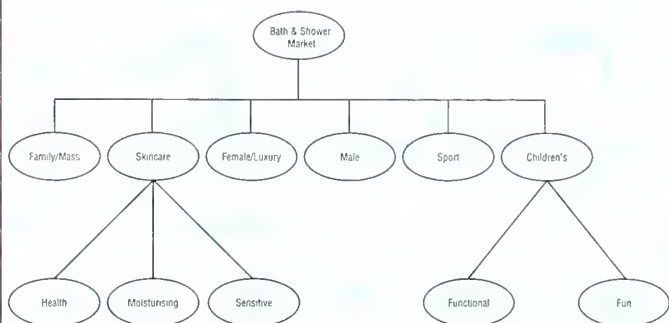
Total 208.3m

Source: IRI Infoscan

Segmentation plays a part

In addition to the clear product category splits, pharmacists should be aware of the increasing trend towards segmentation in the category and should be prepared to offer a range of products designed to meet the ever-changing needs of today's consumer.

Segmentation



Sara Lee: the No 1 player

Sara Lee Household & Personal Care, the No1 player in the bath & shower market, is committed to driving further growth in the category and boasts an intensive programme of consumer research to keep abreast of consumer trends, together with ongoing product

development. Backed by strategic trade support packages and heavyweight advertising campaigns for its major brands, the Sara Lee portfolio of products has been developed in direct response to the need to innovate constantly in line with current and future segmentation trends.

New for 1996: essential treats from Radox

The winning Sara Lee portfolio

Radox Herbal Bath – the No1 bath liquid brand

Radox Herbal Bath Salts – the No1 bath salts brand

Radox Showerfresh – the No2 shower gel brand

Matey – the no 3 bath liquid brand

Badedas – the No1 premium branded bath care range

Sanex – launched February 1995 and, following its last advertising burst in February 1996, reached no 4 in shower gels



The therapeutic image of the pharmacy environment offers the perfect setting for products boasting an aromatherapeutic benefit. This season, **Radox**, which already enjoys an established association with therapy and relaxation, launches a range of three aromatherapeutic foaming bath oils. Available in three variants, Uplifting, Harmonising and Soothing, the new **Radox Aromatherapy** range is expected to boost growth of the £123.3m bath liquid category, stimulating new users into visiting the fixture and motivating existing bath liquid users to trade up to using these products as a treat. The range offers powerful shelf-shout and pharmacists will benefit from the opportunity to maximise profits by encouraging consumers to purchase **Radox Aromatherapy** bath oils in addition to their everyday purchases.

th in the bath & shower market

Therapy for the salts market



Radox Herbal Bath Salts, the clear market leader with a 61.5 per cent share, provides an extra boost to the growing £10.4m salts market, with a major relaunch comprising exciting new packaging, improved fragrances and a strengthened consumer proposition with clear benefit-led segmentation. The relaunch, designed to target the 45 and over age group – core users of the **Radox Herbal Bath Salts** portfolio – builds on the brand's therapeutic positioning, reinforcing the 'melts away aches and pains'

proposition through more relevant segmentation designed to attract lapsed users. The new line-up comprises Active Therapy, Warming Therapy and Vapour Therapy, and each product now boasts new graphics and a unique clear window enabling the consumer to view the product prior to purchase. Additional features include an easy to open and resealable pull-strip. Active Therapy and Warming Therapy are also available in smart updated 600g refillable container packs – the perfect stock option to encourage repeat purchase.



The natural way to grow the bath & shower market

Sara Lee has launched new **Radox Wheatgerm**, a unique bath & shower range with the benefit of helping to keep skin as nature intended, which fulfils consumer demand for a range of natural products designed for use by all the family. All products contain 100 per cent natural wheatgerm oil and are rich in vitamins E and F to naturally moisturise and protect the skin. The gentle formulation (pH neutral) is designed to appeal to consumers seeking a product range that helps to maintain the natural balance of the skin and is supported by the heritage and trust of the established **Radox** parent brand.

New-look Matey

Matey, the brand that has dominated the children's market since its launch over 30 years ago, is set to enjoy a major relaunch this July, introducing three new 500ml characters and an update of the established Sailor variant.

Leading the 'functional' sub-sector of the £13m children's bath liquid sector, the new-look **Matey** is designed to meet the character appeal/play value criteria sought out by children, underpinned by the brand's mild and gentle formulations and value for money status favoured by mothers.

- **New Sparkle**, a sparkly fairy with clear panels and sparkles on sleeve;
 - **New Ali Bubble**, a magical genie with a colour change liquid and the first-ever colour change sleeve;
 - **New Snorky**, a purple hairy monster with purple slime liquid;
- are all destined to be winners with younger customers, so pharmacists should make sure that they are well positioned – at the eye level of three- to seven-year-olds! **Matey** is now available in smaller cases of six to enable pharmacists to increase the range of characters on-shelf and encourage constant character rotation – an important factor when considering the needs of these younger consumers who are more than capable of exercising their influence via 'pester power'!



The Sanex success story

With a motivating 'helps to keep skin healthy' proposition, powerful no-nonsense packaging and a range of formulations supported by antibacterial and moisturising ingredients, **Sanex** took the bath & shower market by storm last year. Joining the successful **Shower Gel** (already **No7** brand in shower), **Bath & Shower Gel**, **Liquid Soap** and **Bar Soap** are a **Foam Bath** and two **Anti-perspirant/Deodorants**, which again capitalise on the brand's functional and clinical heritage, clearly in keeping with the pharmacy environment.

Merchandising advice

● Watch the box!

Ensure sales benefit from TV advertising which is geared towards driving consumers into the purchasing cycle. Brands with high advertising and promotional spends should be highly visible in-store during the peak advertising periods.

Radox Wheatgerm

Supported by a £1m national TV campaign in July.

Radox

Umbrella campaign on air from November to maximise sales in the peak bathing season.

● Segmentation rules!

Stock the leading brands to address the different segmentation trends and offer consumers choice. Observe the trend towards larger pack sizes, 500ml being the most popular bath liquid pack size at present

● Allocate the space ratio according to sector value and profits

Total bath liquids account for only 59 per cent of sales, shower gels 34 per cent and salts 5 per cent. Remember to stock up on shower products during the hot summer months when showering is at its peak

● Equal opportunities

Showering is no longer the domain of men only and usage is virtually 50/50 between the sexes, although in total market terms purchases by women bring in 70 per cent of all sales. Observe the trend towards products designed for all the family and added value family size packs

Matey, **Radox**, **Sanex** and **Badedas** are all registered trademarks
Data sources: IRI Infoscan

SARA LEE | Household & Personal Care

Good body care products are no longer the preserve of premium-priced ranges, with many mass market skin care companies bringing out body care lines to complement their facial skin care products. As a result, looking after our bodies, like facial skin care ten years ago, is becoming a daily necessity and less of an occasional luxury. Today, a mass market body care product doesn't mean basic and functional; as with facial skin care products, affordable body care ranges boast the latest high tech formulations. Body lotions contain alpha hydroxy-acids, vitamin complexes, sunscreens and longer-lasting moisturisers, while a host of new mass market anti-cellulite and skin toning products claim to refine body contours without breaking the bank.

Rising sales

The body care market saw growth of 11 per cent last year to \$28 million (IRI Infoscane) and this increase in sales is likely to continue. Compared with our European sisters, British women still have a lot of catching up to do – the French spend \$120m and the Germans \$200m a year on body care products. According to Beiersdorf research, only 20 per cent of British women use body moisturisers all year round – rising to 80 per cent during the summer – while in Europe the figure is 80 per cent. A Boots' survey reveals that some 65 per cent of British women are happy to lavish attention on their face, but neglect to care for their bodies.

"Women who regularly use body moisturisers tend to be well educated in the added benefits' stories in facial skin care," says Sarah Nugent at Beiersdorf.

Just as we expect facial moisturiser to do more than just hydrate our skin, so body lotions and creams have to work harder for their keep. AHAS, vitamins



breakthrough

No longer regarded as a luxury for the rich, body care products are becoming familiar items, alongside facial skin care purchases in our shopping baskets

and longer-lasting moisturising ingredients are just a few of the selling points becoming commonplace in any new body moisturising product across the whole market place.

The battle against cellulite is still the biggest story in the body care market, with a host of new products claiming to help banish the infamous 'orange peel' skin that is the bane of many women's lives.

These include Vichy's Cellactia body treatment gel, which contains caffeine and rutin to help eliminate the fatty deposits that form cellulite, a Lipo-Block system that incorporates a selection of vegetable extracts to help control build up of fat and asiatic acid plus silicium to improve skin firmness. Vichy says an improvement should be visible after one month's use. Japanese range Biosen includes an Anti-Cellulite Treatment, which contains zinc, manganese and copper to promote healthy skin, while the bottle doubles as a massager to apply the product.

Products to firm and tone the skin are also proving popular. Beiersdorf claims to have launched the first mass market firming product with Nivea Body Care Skin Firming Complex (\$3.99), said to improve skin firmness by 18 per cent in just 14 days. It contains liposomes enriched with safflower oil for improved moisturisation and elasticity, says the company.



Morny body care products are on special offer at £1.99 each this summer, with a special merchandiser available for retailers



Pierre Fabre has extended its Elancyl range with five body care products, including Toning Shower Gel, Beautifying Body Scrub, Firming Body Cream, Firming Bust Gel and Stretch Mark Cream

Pierre Fabre, maker of Elancyl anti-cellulite products, has also branched out into the firming sector with the addition of Firming Body Cream. The product contains corn extract to protect the skin's collagen and elastin supportive fibres, vitamin B5 to improve elasticity, sesame oil to fight free radical attack, lactic acid to promote cell renewal and wheat protein for its tightening effect. The company has also added a product to the increasingly popular bust firming sector – Elancyl Firming Bust Gel – which contains a plant complex to tone and firm skin.

What's new?

Beiersdorf is adding Moisturising Body Lotion to its Nivea Body



1

Care range this month, positioning it as a family, mass market product at £2.99 (250ml). It is suitable for normal and slightly dry skins. Its new Skin Firming product is being supported by a \$150,000 press and sampling campaign, while the whole Nivea Body Care range gains \$3.5m backing this year. Nivea Active Hydro lotion will be supported by television and radio advertising during the summer.

Also new to the Elancyl range are Toning Shower Gel, Beautifying Body Scrub and Stretch Mark Cream for use during pregnancy.

Lotion E45 is driving the brand forward, with growth last year of 35 per cent. The lotion is now available in a new 500ml pump pack for family use.

Building on the trend for natural ingredients in body care products, **Woods of Windsor** has developed the Original Recipe Body Care Collection of Glycerine & Rosewater and Cucumber & Cold Cream products. They include moisturisers, massage lotion, bath and shower gel, soap and body fragrance.

Performance by David Lloyd is a brand-new range of sports-

Palmer's Cocoa Butter body care products have scored top marks in a number of recent women's magazine features for quality and value



Beiersdorf claims to have the first mass market firming product with Nivea Skin Firming Complex

orientated body care products. These include Pre-Sport Muscle Balm, After Sport Spray, Anti-Chlorine Hair & Body Wash and an anti-perspirant.

Two of the **Giorgio Beverly Hills** body care products have been reformulated. The Body Wash has a milder formulation that moisturises skin, while the Body Moisturiser contains vitamin B5.

Palmer's Cocoa Butter Formula lotion, liquid soap and lip balm have all scored top marks for value and quality in recent articles in women's consumer magazines.



Woods of Windsor's Cucumber & Cold cream body care range builds on the trend for natural ingredients



Getting In a lather

A product that cleanses is no longer a good enough selling point for a bath liquid or shower gel, as some 65 per cent of us don't see bathing or showering as a necessary chore any more (Sara Lee research). These days it needs to do far more if it's to earn a place on the nation's bathroom shelf. Today's consumers have an endless choice of soap substitutes to choose from, and their choice will depend on their self-image, mood, favourite fragrance and skin type, as well as whether they are convinced the product will do the job it promises.

As with almost every health and beauty sector, the bath and shower market has become segmented, with extra benefits a must for any new product. Bath and shower liquids which are skin-friendly, contain aromatherapy oils, natural ingredients, in-built moisturisers or are designed for after-sport use are just some of the types available.

Showing stronger growth than both the shampoo and facial skin care sectors, Sara Lee is predict-

ing a 42.8 per cent value growth for bath and shower products by 2000. Shower products have shown strongest growth, up 19 per cent on last year to \$97.49 million (Taylor Nelson AGB Superpanel, year to March 10, 1996) with a volume increase of 13 per cent, making it the fastest-growing sector in health and beauty after liquid soaps. And there's plenty of room for more growth, says Sara Lee, with 40 per cent of British homes still without a shower and 57 per cent

National clean-up

- 30 per cent of people bathe once a day
 - 35 per cent shower every day
 - 10 per cent shower more than once a day
 - 22 per cent never take a shower
 - 70 per cent of us think showering is more hygienic than bathing
- (Source: Sara Lee bath & shower report)



Cussons has relaunched Pearl soap with redesigned packaging that emphasises its moisturising benefits

of those that have them not using shower gels yet.

The British bath liquids market is more established and so growth is slower. In the past year, the \$168.7m market grew by 6 per cent (TN AGB Superpanel, year to March 10, 1996), making it the world's largest bath liquids market per capita.

Own-label brands still dominate both the bath and shower market, taking 49 per cent of bath liquid sales and 36 per cent of shower products (TN AGB Superpanel) – much higher figures than in other personal care markets.

Nation of bathers?

The perception of women preferring a soak in a luxurious bubble bath, while men like a quick scrub in the shower is only partly true. Women are still more likely to use bath liquids than men – the typical user is aged 25-34 and female – but showering has become more unisex with just 51.5 per cent of shower gel users now men. However, women tend to go for shower creams with pleasant fra-



Yardley White Lavender's fresh fragrance is perfect for summer. As well as eau de toilette, it's available as body mist, shower creme and body balm

grances and skin care benefits, while men prefer deodorising and sports variants.

While most of us prefer a bath in the evening and a shower in the morning to get us going, the idea of a 'quick shower' seems a bit of a misnomer – women spend an average of 12.3 minutes showering, while men take 10.4 minutes. The convenience of taking a shower gel rather than a bar of soap for after sports use is certainly one reason for the growth of the sector – around 70 per cent of shower gel users don't actually own a shower (Sara Lee).

Relaxation is still strongly associated with bathing and bath liquids, but in the last couple of years we've seen a surge of products which offer more than just lots of bubbles and a luxurious fragrance. Products which offer skin care benefits, such as body moisturisers; skin protectors and sensitive skin ingredients, such as Nutralia, Johnsons pH5.5, Sanex and Nivea bath liquids, have proved popular. Garnier, maker of Nutralia, predicts strong growth for

the skin protection sector of the bath market, which it estimates to be worth \$11m. The use of aromatherapy oils for both fragrance and mood enhancement is also becoming widespread in both branded and own-label ranges. Bath salts are coming back in fashion thanks to the ageing population – Sara Lee predicts a 40 per cent value growth by 2000 – and independent pharmacies are selling more of these than grocers.

In the shower market, which plays on time-saving, convenience and freshness, we've seen the growth of multi-function products, such as shampoo and shower gel, shower and body cream, and exfoliant and shower gels, as well as sports variants. But does the advent of multi-functional bath and shower liquids mean that other products, such as body lotions, will suffer?

"The more sophisticated concepts, such as shower and body lotion, are relevant to the female body-conscious consumer," says Sarah Nugent, product manager for Nivea body care. "As these women believe in taking care of their bodies, it is my belief that the majority will buy both body moisturisers and 2 in 1 bath or shower products."

What's new?

Sara Lee has introduced Radox Wheatgerm shower gel, foam bath and bath & shower gel, containing vitamin E to moisturise skin. The launch is being supported by a \$1.4m television campaign. Also new is Radox Aromatherapy bath oils, available in Uplifting, Harmonising and Soothing variants, which are blends of 13 herbs. The company is also relaunching Radox Showerfresh with new packaging designs, new variants and improved formulations.

Garnier has added two products to its Nutralia Dermo-Pro-



Cussons Imperial Leather shower gels have been relaunched with new packaging and a 400ml family pack

tection range. Soap Free Shower Gel & Nourishing Cream 2 in 1 and Nourishing Cream Bath with Nutria range combine the skin protection benefits of the Nutria range with a moisturising proposition.

Natural toiletries company **Montagne Jeunesse** has introduced an aromatherapy bath and shower range, comprising of Relaxation moisturising shower gel and bath oil and Deep Sleep moisturising bath.

Building on the success of the dermo-protection sector, the **Cuticura** collection now includes Active Protection soap, body spray, bath and shower gel, and bath foam.

Capitalising on the growth of the moisturising bar market, **Cussons** is relaunching its Pearl brand with new packaging and emphasis on the brand's skin softening benefits. The company has also relaunched the Imperial Leather shower gel range with new packaging and a 100ml family pack. The brand is being supported by a \$4m media campaign this year.

Yardley has relaunched its English Lavender range to give it a more contemporary feel. The fragrance remains unchanged. The new White Lavender range includes shower creme, moisturising body balm and body mist, as well as an EDT.

New to the **Finders** Dead Sea Magik range is Black Mud soap, which will cleanse without drying sensitive skin.

Fresh from Japan is the **Bion-sen Spa Mineral** range of body care products, including Moisturising Mineral Bath, shower



Herbal Aromatherapy is a new range of therapeutic bath and body care products from **Taylor of London**

Sara Lee is building on the trend for natural ingredients with **Radox Wheatgerm** bath and shower products



gel, soap, anti-cellulite gel and body gel.

For summer, there is a special promotion on the **Ma Griffe** bath collection. Retailers can offer one free bath product with every purchase of \$9, and two when customers spend over \$13. A promotional merchandiser is also available.

The relaunched **Morny** bath products are on offer at \$1.99 this summer and a promotional display unit is also available.

The **Jean-Paul Gaultier** fragrance now has a bath and body line,

including bath and shower gel and soap.

The **Salvador Dali** fragrance range now includes a bath gel, body lotion and deodorant.

Roger & Gallet has launched three bath and shower gels to join the Extra-Vieille, Bouquet Imperial and Vetyver range of eau de toilettes.

New to the **Versace Blonde** fragrance line are foaming bath and shower gel, body lotion and deodorant.

Hermès has added the Collection Bain to its new fragrance 21, Faubourg.

Products include shower cream, soap, body lotion and deodorant.

The **Ralph Lauren Polo Sport Woman** fragrance range now comprises body care products. The collection includes a body scrub, spa wash, body moisturiser and body spray.

The **Acqua di Gio** fragrance now has a bath and body range, which includes hair and body shampoo, soap, bath salts, deodorant and body lotion.

Coty has introduced a bath foam and body lotion to its recently-relaunched **LAimant** fragrance. A new merchandiser is available to display the products in-store.

Nina Ricci has added bath and body products to its **Deci Dela** and **LAir du Temps** fragrances. **Deci Dela** products include bath and shower lotion, soap, body lotion and anti-perspirant, while the **LAir du Temps** range includes exfoliating shower gel, bath oil and body cream.

Taylor of London has introduced **Herbal Aromatherapy**, a range of therapeutic bath and body care products. The range includes Invigorating Shower & Bath Gel, Relaxing Shower & Bath Gel, Invigorating Body & Massage Lotion, Relaxing Body & Massage Lotion and an anti-stress massage oil. They are packed in traditional-style glass bottles, with a range of merchandising material available to retailers. **Herbal Aromatherapy** will be supported by a public relations campaign throughout the summer.

Bath products containing marine extracts have become more popular in the last couple of years. UK distributor **Le Brun** has launched the German **Alge-marin** range of bath and body products onto the British market. The range is based on extracts taken from sea algae, which are said to help revitalise and care for skin. Products include foam bath, cream bath, body lotion and a range of shower gels.



Garnier has extended the Nutralia range with Soap Free Shower Gel & Nourishing Cream and Nourishing Cream Bath, designed to moisturise as well as protect skin

Somerset DOOP

Somerset patients returned seven tonnes of unwanted medicines, costing £1.4 million, in a two-year disposal of out of date pharmaceuticals.

AESGP in London

The European Proprietary Medicines Manufacturers' Association has opened a satellite office in London's Docklands, close to the European Medicines Evaluation Agency.

European recognition

The 1954 Pharmacy Act has been amended to include recognising pharmaceutical qualifications of people who are not nationals of a member state, but who shall be treated as such, and recognising further qualifications to be regarded as appropriate European diplomas awarded in member states, with particular reference to German unification. The Pharmaceutical Qualifications (Recognition) Regulations 1996 come into force from June 28.

Family Doctor titles

Family Doctor Publications has introduced two new titles to its 'Understanding' series tackling eating disorders and children's ENT problems. Books retail at £2.49.

MP visits to pharmacies

Conservative MPs David Amess, Jerry Hayes and Robert Spink have all visited pharmacies within their Essex constituencies and expressed interest in pharmacists' problems, says North Essex and South Essex Local Pharmaceutical Committees' secretary, John Stanley.

Psoriasis Week

Leo Laboratories is providing pharmacists with posters to display during Psoriasis Awareness Week, July 1-7.

'Watchdog' warning

BBC 'Watchdog Healthcheck' viewers have been warned of the problems of analgesic-induced headache. Last week's programme pinpointed chronic daily headache that may be caused by frequent painkiller use.

Genetics Commission

A non-statutory Human Genetics Advisory Commission is to be set up by the Government to take a broad view of developments and instil public confidence in the new science.

Ninth dismissal over Schaffer

A Kent pharmacist who bought cut price drugs from an unlicensed wholesaler was ordered to be struck off this week.

The Statutory Committee of the Royal Pharmaceutical Society found Chandravadan Shah of Easyrush Pharmacy, Ashford, guilty of misconduct regarding his dealings with Pierre Schaffer between March and September, 1993. It ordered no separate penalty against Easyrush of Wembley, of which Mr Shah is superintendent pharmacist.

The Committee ruled that, to ensure consistency in the 'Schaffer cases', it had no alternative but to order the striking off. It ruled, however, that Mr Shah could apply for restoration to the

Register in the minimum period of six months.

Over a six-month period, Mr Shah made three purchases of unlicensed drugs for a total of \$2,389. He admitted the unlicensed purchases when questioned by Society inspectors and also admitted continuing to dispense the unlicensed products, even after hearing that Mr Schaffer had been arrested.

Mr Shah told the Committee it was "one of the biggest mistakes I have ever made" in a practice established for more than 18 years.

David Reissner, for Mr Shah, said this was his first disciplinary appearance in a long career. Mr Shah had dealt with Mr Schaffer

in the 1980s when he was licensed and, mistakenly, had not checked properly when he came back offering drugs in 1993.

Mr Reissner pointed out that there were only three purchases of unlicensed products during the six months of dealings in 1993.

Committee chairman Gary Flather QC, announcing the striking off, said that in many ways Mr Shah was "a credit to the Society".

Mr Shah's case was the latest in a series of 17 scheduled hearings involving pharmacists who bought drugs – including unlicensed ones – from Mr Schaffer.

Mr Shah was the tenth pharmacist to appear – and the ninth to be struck off.

Safeway offers *H pylori* testing

Safeway has expanded its allergy testing pilot to include *Helicobacter pylori* detection.

The six-month project will run through five of the company's in-store pharmacies with a trained nurse or pharmacist able to offer the result of the \$12.99 Helisal test within five minutes.

Jill Bell, Safeway's professional development manager, says the aim is to promote the service to local GPs and have patients referred, although it will also be available to the general public. "We are empowering people to have the information on *H pylori* so that if they do have the symptoms, they know they can do something about it," she says.

To determine suitability, a pre-test questionnaire will be used on patients with reflux or indigestion symptoms and will highlight those who have been on long-term antacids, who have been prescribed H2 antagonists or proton pump inhibitors, or who have ever been diagnosed as having a peptic ulcer.

Those who are negative for *H pylori* will be counselled on general health and dietary advice. For those who are positive, says Mike Smith of PMC, a diagnostic testing company which is running the service with Safeway, referral to the GP is necessary. Patients are given copies of the questionnaire, their answers and the test results to take to their GP.

Since the service was launched two months ago, around 80 patients have been tested with 54 per cent revealed to be infected with *H pylori*.



Hillingdon MP Sir Michael Shersby was more than usually sympathetic about pharmacists' problems with Government late payment and the fight to retain Resale Price Maintenance when he visited Moss Chemists' West Drayton branch last week – his wife is also a pharmacist. He is pictured with Moss staff (left to right): Maureen Painter, Sir Michael, Elma Newland, pharmacy manager Roger Mills and Jill Ricketts

Continuing education will be compulsory, predicts SCPPE

Compulsory postgraduate continuing education is on the cards, predicts Professor Graham Calder, chairman of the Scottish Centre for Postqualification Pharmaceutical Education.

In an introduction to the 1995-96 SCPPE annual report, Professor Calder writes: "Compulsory postgraduate education of some sort (either as a professional or contractual obligation) cannot be far off."

Scottish pharmacists appear to be eager to participate, judging by the increased use of the SCPPE services revealed in the report.

In the direct learning arena, the number of participating pharma-

cists increased by only 2.7 per cent – a 2.5 per cent rise in pharmacist contact hours; in distance learning, the number of pharmacist contact hours rose by nearly half.

A total of 242.5 hours of local direct learning courses were organised in the 12 regions, with 3,852 pharmacists attending, the majority from the community sector. A further 65 hours of national direct learning courses also took place, with 527 pharmacists attending.

Around 860 requests were made for distance learning materials, with 47 per cent returning their multiple choice questionnaires for marking.

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exacerbated. **Pregnancy and Lactation:** Usual precautions should be observed. **Adverse reactions:** Heartburn, rarely allergic reactions including erythematous skin rash, bradycardia, muscle tremor and ataxia. **Overdose:** Gastric lavage, together with symptomatic and supportive measures. **Pharmaceutical precautions:** Protect from light. Store below 25°C. **Package quantity and price:** 12 capsules RSP (exc. VAT) £2.47; 25 capsules RSP (exc. VAT) £4.81. **Legal category:** GSL. **PL 10536/0036. PL holder:** Monmouth Pharmaceuticals Ltd, 3 & 4 Huxley Road, The Surrey Research Park, Guildford, Surrey, GU2 5RE. **Date of preparation:** June 1996.

Further information available on request from
Monmouth Pharmaceuticals Limited
3 & 4 Huxley Road, The Surrey Research Park,
Guildford, Surrey GU2 5RE

TMTrademark: Roberts Laboratories Inc.

MONMOUTH
PHARMACEUTICALS

It's only natural

Discreetly masked by shops and houses in the town centre of Hitchin, Hertfordshire, is the five-acre site that is home to the oldest independent pharmaceutical company in the world. Last weekend, William Ransom & Son celebrated its 150th anniversary

What have the Body Shop, the health drink Aqua Libra, and ipecacuanha and squill paediatric linctus BPC got in common? The answer is that they all make use of natural extracts sourced by William Ransom from over 200 different raw materials.

The days have long gone when raw materials were delivered to the company's gates to be paid for on the spot – although there is one honourable exception. The elderflower season is approaching and advertisements

in the local newspapers will encourage local people to provide the seven or so tons needed, with the spot price of \$1.15 per kg.

The company lists over 700 items in its product range, from herbal and medicinal extracts to galenicals, oleoresins and chlorophylls. Over the last ten years,

Ransom has moved away from its traditional roots to develop new markets in natural toiletries and cosmetics. The Body Shop, for example, is a major customer.

In the past five years, there has been further diversification into herbal and 'functional' drinks. Ginger, kola, sarsaparilla and burdock are all used for their flavour. Ginzing, a 'disco drink' containing ginseng, is currently on market test in the Midlands. In this sector, in particular, the company seems almost reluctant to broadcast its success, lest competitors try to muscle in on the act.

Ransom's natural extracts now find their way into herbal drinks and natural toiletries

Like its business activities, Ransom's Hitchin facility offers something old and something new. The company is still on the site where it first started. Access is through a 14th-century gatehouse, and down a narrow lane past old farm buildings converted into storerooms. The administration block is housed in a row of 16th-century cottages.

The Victorians built to last and some of the old extraction vessels, copper stills and giant evaporating pans are still in use today, supplemented by more modern equipment. Making plant extracts is still as much of an art as a science, and many of the company's 130 employees can boast of lengthy service records.

A modern liquids manufacturing unit, built in 1981 – "the Queen Elizabeth II end of the business", as chief executive David Brown calls it – now handles production of the company's galenicals range and the contract manufacture of some well known over the counter brands. Product batches of up to 6,000 litres can be handled, along with preparations containing inflammable solvents, such as plaster removers and collodions.

Ransom came close to capitalising on its valuable town centre real estate in the early 1990s. A developer offered the company "a price it could not refuse", and Ransom's promotional literature was heralding a move to a new

seven-acre site in Biggleswade. However, the property market collapsed before the sale was concluded, the banks pulled out of the deal and the company stayed put.

The use of herbal and fruit extracts in drinks and toiletries has meant acquiring new areas of expertise. For pharmaceutical purposes it is the quantity of active ingredient which is important. In toiletries and drinks, colour and taste must also be consistent.

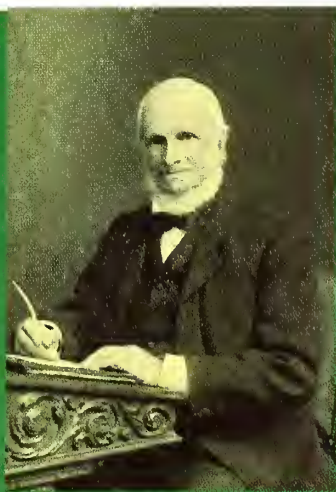
Ransom's quality control labo-



In the early days, field workers gathered crops from the Ransom farm



Current chairman Michael Ransom



A niche in history

In 1846, when Queen Victoria had completed just nine of her 64-year reign, a young pharmacist named William Ransom returned home from an apprenticeship in Birmingham to open a chemist's shop in Hitchin.

He persuaded his father, a local farmer, to let him use part of his land to cultivate aromatic and medicinal plants for compounding in the shop. Farm buildings in Bancroft (now Hitchin's main shopping street) were commandeered for distilling and extracting raw materials.

William Ransom founded the company in 1846

Production took off rapidly and by the early 1850s William was well established as a distiller of fragrant oils and a manufacturer of galenicals. The expanding business contributed greatly to the area's economy at a time when the local staples of corn, malt and wool were in decline.

Lavender, belladonna, squirting cucumber, aconite and henbane were among the 150 different species cultivated on the Ransom farm, while the populace was encouraged to search out dandelion root, buckthorn berries, poppies, rosehips, hemlock and elder, a tradition that continues in part to this day.

As the business developed, raw materials were sourced from near and far. Hops were brought up from Kent, buchu leaves imported from South Africa, aloes from Curacao, benzoin from Sumatra, squill from Italy, rhubarb from China and podophyllum from India.

William's son, Francis, was also a pharmacist and responsible for establishing a strong scientific basis for the company's operations. In 1885, he published the first of a classic series of papers on belladonna: his essay for the plant's active principles is still used by Ransom today. He was admitted to the firm as a partner and, when the business became a limited company in 1913, he became the first chairman.

Francis' son, Richard, came into the business in 1927, and by 1928 the original farm site had expanded to include a tincture room, an extended manufacturing laboratory, a new drying plant, and vat and still rooms. Richard became a director in 1932 and was appointed chairman when his father died in 1935. He then guided the company through the difficult war years.

Post-war the growing popularity of synthetic drugs saw many competitors either switching to galenicals, merging with other manufacturers or simply ceasing to trade. Competitors began to fade and the firm moved into the unique niche it now occupies, where the nearest serious competition is found on the European continent.

The company went public in 1968 and, in 1969, Richard Ransom was succeeded by his son, Michael, who is still chairman today.

A new building, the largest on the site, was opened in 1981, greatly extending Ransom's liquid manufacturing capabilities and leading to a move into contract manufacturing. After extensive rebuilding in 1994, the unit now provides 2,400sq m of floor space. An additional plant allows manufacture of creams and ointments in batches up to 1,000kg.



ratory – a building bought from the Hitchin Electric Company ten years ago – not only analyses raw vegetable materials and extracts but also has its own taste laboratory, staffed by an internal team of tasters.

Steady helm

It is unusual to find more than one pharmacist on the board of a pharmaceutical manufacturer these days. William Ransom boasts no less than five out of seven.

Chairman Michael Ransom, who took over in 1969 – the year after the company was floated on the Stock Exchange – is the fourth generation of the family to hold the post. Chief executive David Brown joined two years ago via Sero and Amersham.

Roy Fitzsimmons is sales and marketing director, Vick Evans handles pharmaceutical production and Dr Keith Helliwell technical services.

The company's 1996 results will be out in the next few weeks. However, for the year to March 1995, Ransom showed sales of \$7.6 million, up 10 per cent from the previous year.

Operating profits stood at \$748,000, and profit before tax at \$801,000, down on 1994 (\$925,000). Earnings per share stood at 1.08p.

While the bulk of the company's sales – \$5.4m last year – were made in the UK, a significant volume of turnover comes from abroad. Asia accounted for \$1.03m, Africa \$174,000, Europe \$401,000 and Australasia \$247,000.

Liquid gold

Basic extraction processes have changed little over the years. Raw materials are ground, with the type of grinding and level of comminution accurately determined for the specific extraction process. Once this is done, the materials are loaded into digesters, covered with solvent or water and allowed to macerate under controlled conditions.

The liquor containing the extractives is then drawn off and the solvent removed. Heat-sensitive materials are evaporated under reduced pressure. Soft extracts of plants, such as seaweed, quassia and liquorice, are taken to completion in steam-heated evaporating pans. Those for granules and powders are dried in vacuum ovens.

Until 25 years ago, most products were kept in bulk and dispensed to order. Nowadays, extracts are pre-packed, sometimes still by hand since the quantities may be small. Care is needed as they are expensive. It takes about 100kg of lavender flowers to produce a litre of oil.

Many of Ransom's liquid products contain alcohol and, until recently, duty had to be paid on it before it was delivered. This generated so much paperwork that in the early days a customs officer was provided with his own office at the factory. The company now has a bonded warehouse.



The 14th-century gatehouse to the Ransom works still stands today

Whether it is a spare part not a spare part, and how many charges do spare parts attract? The Pharmaceutical Society's Negotiating Committee outlines some of the pitfalls in endorsing prescriptions for appliances

Questions

1 The patient is not exempt from paying prescription charges. How many charges would be levied for this prescription and what would the professional fees be?

2 Would the endorsement of '3 x 10' be accepted?

3 The patient has asked for a hanger for the Night Drainage Bag. Would it be allowed if it was ordered on prescription?

Answers

1 Each of the items is a 'spare part', ie part of a complete incontinence appliance. When several 'spare parts' are ordered on one prescription form, the patient pays one prescription charge. However, the professional fee would only be one graduated fee, plus an additional fee of 128p, regardless of the number of items on the prescription.

2 Yes. Both items are listed in the Drug Tariff in packs of 10. Therefore, it is in order for the pharmacist to supply these quantities and endorse accordingly.

3 No. Both hangers and stands for use with Night Drainage Bags are not listed in Part IX of the Drug Tariff and are therefore not prescribable.

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Asda's launch ads flout regulations

Supermarket chain Asda's TV and press campaign backing the launch of a 33-strong range of own-label drugs and vitamins breaches advertising regulations.

Asda this week launched its own-label paracetamol, aspirin, ibuprofen, antacid and cold relief products, as well as a range of multi-vitamins and supplements, which, it says, are identical to branded variants but half the price or less.

The launch campaign compares the cost of proprietary medicines with the chain's own. Under the Medicines Advertising Regulations 1994, celebrities cannot be used to sell products, yet Asda's adverts features newsreader Jan Leeming. Advertising must include the phrase 'always read the label', which has been omitted from the press campaign.

The Proprietary Association of Great Britain has made the Inde-

pendent Television Commission and the Medicines Control Agency aware of the matter. The television campaign comes to a close on June 22.

This latest offensive in Asda's fight to do away with Resale Price Maintenance has been derided by the Community Pharmacy Action Group. "Archie Norman continues to milk the media and unfortunately they are falling for what is clearly a marketing ploy," says CPAG chairman David Sharpe.

Fellow CPAG member and director of the National Pharmaceutical Association, Tim Astill, says: "We hope that, having manipulated the maximum publicity for the own launch, Asda will now leave the RPM issue to the Office of Fair Trading."

But there may be backing for RPM from within the Department of Health. David Linney, immediate past-chairman of the

British Association of Pharmaceutical Wholesalers, revealed recently at the BAPW's annual conference that health minister Gerald Malone's parliamentary private secretary recommended the retention of the net book agreement and believed that, if the pharmacy industry was united, there would be "a good chance" of retaining RPM.

Asda's prelude to this latest attack came last week when it halved the price of Whitehall Laboratories' Anadin Paracetamol. Following a temporary injunction against the chain, the brand was removed from shelves. Asda has now given an undertaking that it will comply with RPM on Whitehall products.

But Asda's attention is now turning to other OTC manufacturers, with the warning that a further programme of "delisting of bad value price-maintained

brands will commence" if there has been no progress on "excess" pricing with the major manufacturers within 30 days.

Asda has met with members of the European Commission to lodge a formal complaint that RPM is in breach of the Treaty of Rome. "It would appear that they are going to be very supportive," says an Asda spokesperson.

But Mr Sharpe is derisive. "It's yet another attempt to generate publicity - everyone is aware that Brussels deals with inter-state matters, not intra-state matters."

● The NPA is writing to the *Daily Mail* responding to criticism from one of its columnists that pharmacists are protected retailers with the Government 'rigging' medicine prices for them. The writer suggests that if pharmacies go out of business as a result of free competition, there is a solution - dispensing doctors.

Celltech sells Biologics to Alusuisse-Lonza for \$50m

Celltech, one of the UK's largest biotechnology companies, has sold its contract manufacturing subsidiary, Celltech Biologics, to Alusuisse-Lonza in a deal estimated at around \$50 million.

Alusuisse-Lonza, one of the world's biggest suppliers of packaging to the pharmaceutical industry, is to pay \$31.5m up front for 75.1 per cent of the company, acquiring the remainder for \$10.5m in the second half of 1997, with the expectation of a further \$8m, dependent on sales growth.

Celltech will invest the cash generated by the sale in further research and development. Some of the proceeds will be used to help speed up the testing of a number of Celltech products.



A marquee on the chairman's lawn provided the setting for William Ransom's 150th anniversary dinner last Friday. Over 80 guests from 20 countries reflected the international flavour of the company's business and led one speaker to quip that he felt as though he was addressing the United Nations. Pictured with Ransom's chief executive, David Brown (second left), are Ann Lewis (left), the immediate past-president of the Royal Pharmaceutical Society; and ABPI president Dr Trevor Jones with his wife, Verity. Proposing the company's health, Dr Jones described Ransom as a unique and successful marriage between tradition and technology

Numark bumps up member rebates

Numark shareholders received an average rebate of \$158 per pharmacy (\$191 including interest) for the first quarter of 1996, a return of 132 per cent on the management fee.

The total rebate for the first three months of 1996 was \$142,262, compared to \$23,370 for the same period last year. Numark was launched on February 1, 1995. The first quarter's results do not include a major OTC rebate which is made to shareholders at the end of the year.

There was a healthy rebate from own-brand business, while the window display allowance proved a success, says the company. Growth has also been reflected in an increasing range of shareholder benefits.

Half day at Ciba and Sandoz

Ciba Pharmaceuticals will close at midday on Friday, June 28, until 8.00am on Monday, July 1. Emergency cover will be provided on 01403 272827. Sandoz Pharmaceuticals will do the same. Emergency enquiries can be made on 01276 692255.

On the move

Jerome Russell Cosmetics has moved to new offices at Jerome Russell House, Dovers Corner Industrial Estate, Rainham, Essex RM13 8QT. Tel: 01708 55400.

Cambrio to float on Stock Exchange

Cambrio Group, a new specialist pharmaceutical business seeking a listing on the London Stock Exchange next month, has published its pathfinder prospectus.

The Group has agreed to acquire Penn Pharmaceuticals prior to the flotation, which is expected to raise about \$10 million.

Cambrio provides technical services to the pharmaceutical industry, manufactures and distributes specialist products, and develops and manufactures branded medicines.

At present, it has two subsidiaries, Rio Pharmaceuticals,

which specialises in the development of medicines from plant extracts; and Granta Pharmaceuticals, a marketing operation which supports group products in the UK and overseas.

Penn Pharmaceuticals, founded by Roger Jones in 1977, is a specialist services and drug development company based in Tredegar, Gwent. One of Penn's products is Paradote, a patented combination of paracetamol and methionine which reduces the risk of paracetamol overdose.

Cambrio's directors include Dr Nowell Stebbing (chairman), for-

merly chief executive and deputy chairman of Chiroscience; Richard Onyett (chief executive), formerly head of new products at Smithkline & French Laboratories; Phillip Price (finance director), until recently finance director of Xenova Group; and Roger Jones.

● Mr Stebbing is suing Chiroscience for wrongful dismissal and wrongful removal of share options worth between \$3.5 and \$5.5m.

Chiroscience says the terms of Mr Stebbing's contract were satisfied in full on his departure.

Pattni wins against Farillon

man who says he is owed almost \$400,000 by a subsidiary of Lloyds Chemists has emerged victorious from London's High Court.

Pradip Pattni, owner of Vital Health, had sued Essex-based distributor Farillon in respect of the sale of hundreds of thousands of pounds of his company's stock to another company within the Lloyds group.

Judge Michael Rich QC ruled that Farillon's transaction with Barclay Pharmaceuticals (Atherstone) had been a "genuine" one. The judge's decision means Mr Pattni is entitled to his share of the sale proceeds.

In May, 1994, Farillon – distributor of Vital Health's Vitalia vitamins and food supplements –

sold \$659,000 of stock to Barclay. Mr Pattni claimed his part of the proceeds amounted to \$392,786.62, but Farillon denied that the sale to Barclay had ever taken place.

With Vital Health now in receivership, Mr Pattni has set up another similar, but smaller business, the Ideal Health Group.

Malcolm Davis-White, for Mr Pattni, told the court: "Farillon and Barclay Pharmaceuticals, over time, have given various explanations as to why there was no sale. These explanations do not convince, and support the view that there was a sale."

And Judge Rich ruled: "There is no issue that on May 31, 1994, Farillon invoiced goods to Barclay at the relevant price, of

approximately \$659,000.

"At the moment when the transaction was recorded, if it was – as I find – a genuine transaction, then it was a sale at the price which had been recorded, creating the liabilities in Farillon to Vital Health."

A "binding agreement" had been reached between Farillon and Barclay, said the judge.

VAT issues have yet to be resolved, and the precise amount of money now due to Mr Pattni has yet to be finalised.

Speaking after the case, Mr Pattni said: "I may have won in Court, but taking everything into account, Lloyds did not lose in financial terms, whereas some of my losses are not remediable or quantifiable."

Boots buys brands from Down Under

Boots Healthcare International, the OTC arm of Boots, is buying Colgate-Palmolive's Savlon and UV/Reef skin care brands in Australia, Fiji, Papua New Guinea and New Zealand for an undisclosed sum.

With sales of \$28 million, BH Australia is BHI's biggest business outside Europe. "This agreement demonstrates that we are serious about building BHI as a world leader in OTC medicines," says the company's managing director, Barry Clare.

BHI has plans for 20 major product launches worldwide in the current financial year, and recently announced an increase in worldwide sales of 12.3 per cent to \$206.3m.

Colgate-Palmolive, acquired Savlon and UV/Reef from ICI in 1991, but has decided to sell the brands as "they fall outside the company's strategic priorities".

● Boots the Chemists is to launch a two-strong range of own-label condoms, which the company claims will satisfy the majority of purchasers. Packet sizes are three, 12 and 18, and prices start from \$1.95.

Boots only started selling condoms in the early 1960s. Jesse Boot, the company's founder, was a Quaker and did not approve of such contraceptives.

Astra drops legal action against Byk Gulden

Astra, the Swedish pharmaceutical company, and Byk Gulden of Germany have agreed to end their dispute over alleged patent infringement of Astra's Losec (omeprazole). According to the *Financial Times*, the Swedish company's share price fell more than 4 per cent at the news.

All legal actions between the two companies are to be with-

drawn and the settlement does not involve any financial or other compensation. Astra had issued legal proceedings in ten countries against the German company's lower-priced, rival proton pump inhibitor, pantoprazole, alleging that it was a copy.

Byk Gulden and its licensees can now continue the international launch of pantoprazole.

Cantab to raise £25m

Cantab Pharmaceuticals is to place 4.2 million shares at 650p per share to raise about \$25.7m.

The money is to provide additional finance to expand and develop clinical, pre-clinical and research programmes.

A stronger balance sheet will also strengthen its position in future collaborations, according to chief executive Paul Haycock.

'Free ride' for generic producers, claims Monsanto

Monsanto, which spent millions developing the prescription analgesic Zydol, was battling to protect its investment – and confidential research data – in London's High Court on Tuesday.

Monsanto is asking the court to grant a temporary injunction forbidding full authorisation being given for generic equivalents to Zydol.

The company claims that the Medicines Control Agency is giving a 'free ride' to makers of generic drugs. After spending almost \$20 million to gain a product licence, Zydol is now under threat from generic equivalents whose makers have been allowed to short-circuit the authorisation process, says the company.

To make matters worse, manufacturers of generic equivalents are being permitted by the MCA to 'piggy-back' on Monsanto's own research data. The company claims that the case raises vital data protection issues. The hearing was expected to last three days.

Welcome news from Glaxo at BAPW AGM

Glaxo Wellcome will be presenting pharmaceutical wholesalers with new proposals on the format of the company's agency scheme on June 25.

Talks have been taking place between the British Association of Pharmaceutical Wholesalers and the company for some time.

Chairman David Linney, speaking at the Association's annual meeting earlier this month, said Glaxo Wellcome's decision to involve the BAPW "will go a long way to removing the strained relationship which has existed during the past five years".

The other major area exercising wholesalers is the introduction of patient packs, said Mr Linney, where the original schedule is now two months adrift.

He reiterated his call for a period of margin stability to allow wholesalers to overcome the "extra volume, same value" scenario presented by patient packs. Cost savings would be necessary, and this meant greater automation.

"Automation is an expensive capital investment," said Mr Linney, and urged manufacturers to



Outgoing BAPW chairman David Linney (left) of Philip Harris Medical hands over to the new incumbent, Jeff Harris, chief executive of Unichem. Two immediate issues face the Association, said Mr Harris. The first is to ensure that the OFT reaches the right decision on Resale Price Maintenance on medicines. The second is to strengthen links with the Department of Health and with those politicians involved in healthcare

take away the message that the 12.5 per cent margin allowed under the Pharmaceutical Price Regulation Scheme is essential.

● The National Audit Office report into the NHS Supplies Authority is scheduled for release during the summer. In view of "the considerable reorganisation" within the NHSSA, the BAPW believes the changes match the recommendations in the NAO report.

The report will not be released until the restructuring is complete, suggested Mr Linney, a

move designed to allay criticism of the NHSSA within the report.

● The BAPW continues to liaise with manufacturers on methods of reducing free stock and grey markets by introducing a system of controlled discounts on transfer orders.

● The BAPW is investigating the discounts given by some suppliers on ZD items.

● A training package for the 'responsible person' at each wholesale site (as required by the EC Directive on Wholesaling) is with the MCA for approval.

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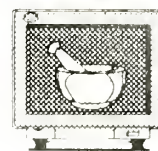
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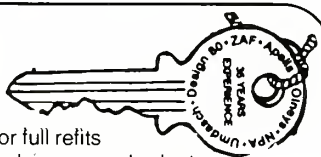
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ABOUT people

OBEs for Astill and Jones

Pharmacists Tim Astill, director of the National Pharmaceutical Association, and Roger Jones, managing director of Penn Pharmaceuticals, have been appointed Officers of the Order of the British Empire.

Mr Astill receives his award in this year's Birthday Honours List for services to the pharmaceutical profession. Mr Jones' is for services to industry in Wales.

"Naturally, I am delighted with this award," says Mr Astill. "It is a



Tim Astill OBE

great honour, not only for myself and my family but for the NPA itself. It reflects the esteem in which the organisation is held nationally and is really a reward for the efforts and dedication of the whole of Mallinson House."

Mr Astill joined the National Pharmaceutical Union in 1969 as personal assistant to the director. He was promoted from deputy director to director in 1981.

Besides being a fellow of the Royal Pharmaceutical Society and the British Institute of Management, he is a liveryman of the Worshipful Society of Apothecaries and a freeman of the City of London. He is also active on other pharmacy-based committees.

Mr Jones founded Penn Pharmaceuticals in 1977, and the company now employs 128 people in Tredegar in Gwent. He is chairman of the Welsh Training and Enterprise Councils, of IOD Wales and the Welsh Medical Technology Forum.

He also acts as a non-executive director of the Powys Healthcare Trust and is a member of the NHS



Roger Jones OBE

Wales Research & Design Forum, a trustee of the Welsh Language Centre and a governor of the University of Wales.

Also honoured is the chief executive officer of Zeneca Group, David Barnes CBE, who is knighted for services to the pharmaceutical industry.

Sir David joined ICI in 1957, and moved to its board in 1983. He was appointed CEO of the Zeneca Group on its demerger from ICI in June, 1993.

OBITUARY

Arnold Bowman, chairman UK and executive director of WRCs Healthcare advertising, died on June 9 after a five-year struggle against chronic myeloid leukaemia.

WRCs Healthcare chief executive Mark Goldstone writes: 'Arnold's long career in advertising began in the early 1960s at Media Four - one of the first direct marketing agencies in the UK, which developed into the Bowman Harris Partnership. This advertising agency, in partnership with Caryl Harris and Nick Royds, formed part of Royds Advertising, where Arnold remained for several years.

From there he spent a number of years with Leo Burnett's and Benton & Bowles, where his specialism in healthcare began within the B&B Intercon division.

This was followed by a considerable time at JWT and from there to the General Advertising Co of London, continuing his increasing focus on healthcare. Finally, Arnold joined with Mark Goldstone to set up WRCs Healthcare, now regarded as one of the most prominent healthcare agencies.

'One of the real characters of advertising, Arnold will be truly missed by friends and colleagues.'

APPOINTMENTS

Unichem has appointed five new account development managers. They are **Chris Betts** (covering Kent, Sussex and Surrey), **Chris Andrews** (north and east London), **Chris Hainsworth** (Yorkshire), **Neil Everest** (Preston) and **Cris Moore** (Hinckley). **Ian Stewart** has been made national account manager and will be based in Unichem's head office in Chessington, Surrey.

AAH Hospital Service has appointed **Mike Jillings** as business projects manager.

Calvin Klein Cosmetics has named **Shelley Smyth** as the new general manager for its UK affiliate, with effect from July 15. **Julie Greensword** also joins the company as sales and marketing manager, European distributor markets. She replaces **Franck Marilly** who has been appointed general manager of Calvin Klein Cosmetics Spain, with effect from July 1. CKC Spain will be based in Barcelona.



Moss Chemists' pre-registration pharmacists celebrate the end of their training course. The 'pre-regs' attended a dinner at the end of May in Windsor, Berkshire, sponsored by Crookes Healthcare. Included in the photograph are Moss Chemists' **Caryl Webb** (operations director and superintendent pharmacist), **Roger Cotton** (recruitment and training executive) and **Anne Want** (training co-ordinator). Also present are **Lynne Kennedy** (national accounts manager) and **Martin Johnson** (trade sector manager) of Crookes Healthcare

Ironman Nick bikes on

Pharmacists lucky enough to have Saturdays off can watch the progress of the 'Mountain Bike Tour of Britain' on television.

Those taking part in the event, being shown on Channel 4 every Saturday morning from June 22,

include generics wholesaler Nick Kinsey of Fowler Pharmaceuticals. He is being sponsored by Generics UK.

Nick is a past holder of the UK Ironman Triathlon record and regularly runs the London Marathon 'for fun'. He is lying second in the British Mountain Bike Championships masters category.



Max Factor Jr, who built up his father's Hollywood movie make-up business, died two weeks ago, aged 91. Born Frank Factor in 1904, he took the name Max on his father's death in 1938. The two had developed the Pan Cake make-up in 1935 for the new Technicolor films (to stop actors faces appearing blue). When actresses started taking the make-up home, the Factors realised its potential for use by the general public. Max Factor & Co is now owned by Procter & Gamble.

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- Security
- Original Pack Dispensing
- Alternative Therapies
- David and Goliath... how to work in harmony in the face of competition from the multiples
- Will IT work?... Computing and its role in the pharmacy
- What's new – and will what's new make profit



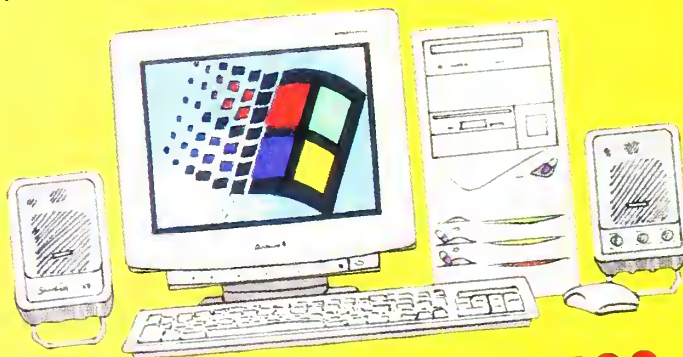
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The New Trade Show

Every floor will be bustling with activity and this year's exhibition bookings would indicate that the recession is dead. Hundreds of exhibitors all eager to keep you abreast of the latest developments... and gossip! Special offers, exclusive to Chemex '96, will be the common theme.

New Venue

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On target for another Pharmacy Only blockbuster, new TOEPEDO cream for Athlete's Foot has been launched by the team who brought you the sure-fire winners, IbuleveTM, OtexTM and BazukaTM. Dual-action TOEPEDO will be fuelled **nationwide** by an explosive combination of **TV, radio and press advertising**. We will be making waves in the Athlete's Foot market. Make sure you don't miss out - load up with stock now!*

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TOEPEDO Registered Trademark and Product Licence held by Diomed Developments Limited, Hitchin, SG4 7OR, UK. Distributed by DDD Limited, 94 Rickmansworth Road, Watford, Herts, WD1 7JJ, UK. **Active Ingredients:** 6.0% w/w benzoic acid BP, 3.0% w/w salicylic acid BP. **Directions:** Apply a thin layer to the affected areas and massage gently until absorbed. Apply twice daily until symptoms clear. **Indications:** For the treatment and management of Athlete's Foot and other appropriate fungal skin infections. **Precautions:** Do not use to treat thrush, and keep away from the face, bottom and genital (sex) regions. Do not use on moles, rashes or any skin lesion for which TOEPEDO is not recommended. Do not use if sensitive to any of the ingredients. Keep all medicines out of the reach of children. **FOR EXTERNAL USE ONLY** **Legal category:** [P] **Packing:** Tubes of 20 g (PL 0173/0020). price £3.95 (£3.36 exc. VAT). 3/96.

*Contact your Dendron representative or wholesaler. Dendron tel. no: 01923 229251.

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